

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(1)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JANUARY 12, 1986

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	36.3	31,180
2	CBS NFC CHAMPIONSHIP GAME(S)	32.5	27,920
3	AFC CHAMPIONSHIP GAME(S)	32.4	27,830
4	FAMILY TIES	31.9	27,400
5	CBS NFL PLAYOFF GAME-SUN.(S)	29.1	25,000
6	MURDER, SHE WROTE	27.3	23,450
7	SPECIAL MOVIE PRSNT.-CBS(S)	26.4	22,680
8	CBS SUNDAY NIGHT MOVIE#	25.3	21,730
8	NFL PLAYOFF GAME-SUN(S)	25.3	21,730
10	60 MINUTES	24.8	21,300
11	AFC CHAMPIONSHIP POST(S)	24.4	20,960
12	CHEERS	23.7	20,360
13	MIAMI VICE	23.4	20,100
14	GOLDEN GIRLS	23.3	20,010
15	NFL PLAYOFF POST-SUN(S)	23.2	19,930
16	HIGHWAY TO HEAVEN#	23.1	19,840
17	CBS NFL PLAYOFF GAME-SAT(S)	22.9	19,670
18	ROSE BOWL GAME(S)	22.7	19,500
19	KATE & ALLIE	22.5	19,330
20	CBS NFC CHAMPIONSHIP POST(S)	22.3	19,160
21	DALLAS	22.0	18,900
22	NEWHART	21.5	18,470
23	ORANGE BOWL GAME(S)	21.3	18,300
24	DYNASTY#	21.1	18,120

CONT'D

TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	29.7	66,660
2	FAMILY TIES	25.7	57,640
3	AFC CHAMPIONSHIP GAME(S)	21.2	47,510
4	CBS NFC CHAMPIONSHIP GAME(S)	20.7	46,560
5	CBS NFL PLAYOFF GAME-SUN.(S)	19.4	43,590
6	CHEERS	17.4	38,950
7	AFC CHAMPIONSHIP POST(S)	17.3	38,940
8	AMAZING STORIES	17.1	38,400
9	MURDER, SHE WROTE	17.1	38,380
10	CBS SUNDAY NIGHT MOVIE#	17.0	38,130
11	MIAMI VICE	17.0	38,070
11	NFL PLAYOFF GAME-SUN(S)	17.0	38,070
13	GOLDEN GIRLS	16.9	38,000
14	ROSE BOWL GAME(S)	16.9	37,820
15	NFL PLAYOFF POST-SUN(S)	16.7	37,450
16	SPECIAL MOVIE PRSNT.-CBS(S)	16.3	36,650
17	HIGHWAY TO HEAVEN#	15.8	35,350
18	60 MINUTES	15.6	34,940
19	227	15.4	34,570
20	WHO'S THE BOSS?	15.4	34,530
21	KATE & ALLIE	14.7	33,030
22	ALFRED HITCHCOCK PRESENTS	14.5	32,550
23	ORANGE BOWL GAME(S)	14.3	32,190
24	NIGHT COURT	14.3	32,180

HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
25	NIGHT COURT	20.8	17,870
25	227	20.8	17,870

TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(1)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JANUARY 12, 1986

NIELSEN AVERAGE AUDIENCE

WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	32.5	29,110
2	FAMILY TIES	28.6	25,610
3	CBS SUNDAY NIGHT MOVIE#	24.2	21,680
4	MURDER, SHE WROTE	23.7	21,240
5	SPECIAL MOVIE PRSNT.-CBS(S)	23.2	20,810
6	GOLDEN GIRLS	20.9	18,680
7	CHEERS	20.4	18,240
8	DALLAS	19.8	17,730
9	HIGHWAY TO HEAVEN#	19.2	17,190
9	60 MINUTES	19.2	17,190
11	KNOTS LANDING	19.0	17,050
12	227	18.5	16,580
13	KATE & ALLIE	18.4	16,470
14	DYNASTY#	18.2	16,340
15	CRAZY LIKE A FOX#	18.1	16,240
16	AFC CHAMPIONSHIP GAME(S)	18.1	16,220
17	NEWHART	18.0	16,080

MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	AFC CHAMPIONSHIP GAME(S)	31.7	25,640
2	CBS NFL PLAYOFF GAME-SUN.(S)	31.0	25,060
3	CBS NFC CHAMPIONSHIP GAME(S)	30.4	24,550
4	ROSE BOWL GAME(S)	27.7	22,400
5	NFL PLAYOFF GAME-SUN(S)	26.5	21,430
6	CBS NFL PLAYOFF GAME-SAT(S)	22.4	18,130
7	ORANGE BOWL GAME(S)	22.2	17,920
8	BILL COSBY SHOW	21.9	17,710
9	CBS NFL PLAYOFF POST-SAT(S)	20.8	16,840
10	CBS NFL PLAYOFF POST-SUN.(S)	20.6	16,630
11	AFC CHAMPIONSHIP POST(S)	20.2	16,360
12	NFL PLAYOFF POST-SUN(S)	19.8	15,980
13	CBS NFC CHAMPIONSHIP POST(S)	19.1	15,420
14	60 MINUTES	18.6	15,030
15	NFL PLAYOFF GAME-SAT.(S)	18.5	14,980
16	FAMILY TIES	18.3	14,800
17	ROSE BOWL FOOTBALL PRE(S)	18.0	14,520
18	MIAMI VICE	17.8	14,380
19	MURDER, SHE WROTE	17.3	13,950
20	FIESTA BOWL(S)	15.6	12,630
21	AMAZING STORIES	15.3	12,390
22	CHEERS	15.2	12,290
23	ABC SUNDAY NIGHT MOVIE	14.8	11,970
24	NFL PLAYOFF POST-SAT.(S)	13.6	11,010

CONT'D

WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)

MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
CONT'D			
25	HIGHWAY TO HEAVEN#	13.5	10,880
26	ALFRED HITCHCOCK PRESENTS	13.5	10,870
27	CBS SUNDAY NIGHT MOVIE#	13.4	10,820
28	GOLDEN GIRLS	13.3	10,720
28	NIGHT COURT	13.3	10,720
30	SPECIAL MOVIE PRSNT.-CBS(S)	13.2	10,680
31	NBC SUNDAY NIGHT MOVIE	12.7	10,240
32	WHO'S THE BOSS?	12.3	9,930

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JANUARY 12, 1986

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	33.6	18,970
2	FAMILY TIES	30.9	17,460
3	CBS SUNDAY NIGHT MOVIE#	23.0	12,970
4	CHEERS	22.3	12,610
5	SPECIAL MOVIE PRSNT.-CBS(S)	22.2	12,560
6	MIAMI VICE	21.5	12,160
7	AMAZING STORIES	19.4	10,970
8	NIGHT COURT	18.9	10,690
9	KATE & ALLIE	18.6	10,510
10	AFC CHAMPIONSHIP GAME(S)	18.4	10,420
11	GOLDEN GIRLS	18.4	10,400
12	KNOTS LANDING	18.1	10,230
13	NEWHART	17.9	10,100
14	ALFRED HITCHCOCK PRESENTS	17.6	9,960
15	AFC CHAMPIONSHIP POST(S)	17.5	9,870
16	MURDER, SHE WROTE	17.2	9,690
17	227	17.0	9,590
18	DALLAS	16.6	9,390

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MURDER, SHE WROTE	36.1	9,900
2	BILL COSBY SHOW	31.1	8,540
3	60 MINUTES	30.6	8,390
4	HIGHWAY TO HEAVEN#	27.9	7,670
5	CBS SUNDAY NIGHT MOVIE#	26.9	7,380
6	DALLAS	26.6	7,310
7	FALCON CREST	25.9	7,110
8	CRAZY LIKE A FOX#	25.6	7,030
9	GOLDEN GIRLS	25.2	6,910
10	FAMILY TIES	24.7	6,790
11	SPECIAL MOVIE PRSNT.-CBS(S)	24.6	6,760
12	DYNASTY#	22.7	6,230
13	KNOTS LANDING	21.5	5,910
14	TRAPPER JOHN, M.D.#	21.5	5,900
15	227	20.7	5,690
16	HOTEL#	20.6	5,660

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	AFC CHAMPIONSHIP GAME(S)	29.5	16,170
2	CBS NFL PLAYOFF GAME-SUN.(S)	29.3	16,080
3	CBS NFC CHAMPIONSHIP GAME(S)	29.1	15,950
4	ROSE BOWL GAME(S)	26.3	14,420
5	NFL PLAYOFF GAME-SUN(S)	25.4	13,950
6	BILL COSBY SHOW	21.5	11,810
7	CBS NFL PLAYOFF GAME-SAT(S)	21.5	11,790
8	CBS NFL PLAYOFF POST-SAT(S)	20.5	11,230
9	MIAMI VICE	20.2	11,100
10	CBS NFL PLAYOFF POST-SUN.(S)	19.7	10,810
11	ORANGE BOWL GAME(S)	19.6	10,750
12	FAMILY TIES	18.9	10,360
13	CBS NFC CHAMPIONSHIP POST(S)	18.7	10,240
14	NFL PLAYOFF POST-SUN(S)	18.6	10,200
15	AFC CHAMPIONSHIP POST(S)	18.5	10,130
16	AMAZING STORIES	17.9	9,830
17	NFL PLAYOFF GAME-SAT.(S)	17.1	9,370
18	ROSE BOWL FOOTBALL PRE(S)	16.4	8,980
19	ABC SUNDAY NIGHT MOVIE	16.1	8,820
20	CHEERS	15.4	8,460
21	ALFRED HITCHCOCK PRESENTS	15.4	8,450
22	60 MINUTES	14.2	7,780
23	SPECIAL MOVIE PRSNT.-CBS(S)	13.4	7,370
24	NIGHT COURT	13.3	7,280

CONT'D

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	AFC CHAMPIONSHIP GAME(S)	34.8	7,230
2	CBS NFC CHAMPIONSHIP GAME(S)	32.9	6,840
3	CBS NFL PLAYOFF GAME-SUN.(S)	32.1	6,670
4	MURDER, SHE WROTE	30.7	6,380
5	ROSE BOWL GAME(S)	29.4	6,110
6	60 MINUTES	28.1	5,840
7	NFL PLAYOFF GAME-SUN(S)	27.2	5,650
8	ORANGE BOWL GAME(S)	26.8	5,560
9	BILL COSBY SHOW	24.3	5,050
10	CBS NFL PLAYOFF GAME-SAT(S)	24.2	5,020
11	AFC CHAMPIONSHIP POST(S)	23.0	4,770
12	CBS NFL PLAYOFF POST-SAT(S)	22.5	4,680
13	HIGHWAY TO HEAVEN#	22.0	4,570
14	NFL PLAYOFF POST-SUN(S)	21.8	4,520
15	NFL PLAYOFF GAME-SAT.(S)	21.3	4,430
16	FIESTA BOWL(S)	20.7	4,290
17	CBS NFC CHAMPIONSHIP POST(S)	20.6	4,270
18	CBS SUNDAY NIGHT MOVIE#	20.2	4,200
19	CBS NFL PLAYOFF POST-SUN.(S)	20.2	4,190
19	ROSE BOWL FOOTBALL PRE(S)	20.2	4,190
21	GOLDEN GIRLS	19.4	4,020
22	DALLAS	18.8	3,910
23	CBS EVENING NEWS-RATHER	18.4	3,810
24	CRAZY LIKE A FOX#	18.3	3,790

CONT'D

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NIELSEN AVERAGE AUDIENCE

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
CONT'D			
25	FIESTA BOWL(S)	12.7	6,960
26	NBC SUNDAY NIGHT MOVIE	12.5	6,850
27	NEW YEAR'S ROCKIN EVE '86(S)	12.3	6,770
28	CBS SATURDAY NIGHT MOVIE	12.3	6,760
29	CBS NFC CHAMPIONSHIP PRE(S)	12.3	6,720
30	CAGNEY & LACEY	12.2	6,700
31	MURDER, SHE WROTE	11.7	6,430
32	NFL PLAYOFF POST-SAT.(S)	11.7	6,410
32	WHO'S THE BOSS?	11.7	6,410
34	SIMON & SIMON	11.4	6,270

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
CONT'D			
25	FAMILY TIES	17.1	3,560
26	ORANGE BOWL PARADE(S)	17.1	3,540
27	TOURNAMENT-ROSES PARADE-N(S)	16.8	3,480
28	BLACKE'S MAGIC#	16.7	3,460
29	NFL PLAYOFF POST-SAT.(S)	16.6	3,450
29	227	16.6	3,450
31	FALCON CREST	16.5	3,430
32	MAGNUM, P.I.	16.1	3,350
33	DYNASTY#	16.1	3,340

NOTES

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JAN. 1986 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE %	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TEENS (12-17)	CHILDREN (2-11)	TOTAL 6-11						
EVENING CONT'D																																			
ABC SUNDAY NIGHT MOVIE										7	209	209	A	17.1	25	1469	1688	562	211	649	260	417	400	306	171	816	357	601	548	369	166	104	22v	119	74A
1 SUN. 9.00P 120 ABC FF										99	99	B	17.6	26	1512	1868	658	304	753	316	514	461	345	187	697	301	517	472	325	137	204	92	214	151	
2 SUN. 8.30P 147																																			
8.30 - 9.00										A	10.3	14	885	1534	485	195A	498	187A	356	364	275A	105A	770	339	610	568	376	112A	121A	39v	145A	108A			
9.00 - 9.30										A	17.3	25	1486	1773	613	240	695	266	434	420	331	192	798	344	583	530	360	165	130	31A	150	95			
9.30 - 10.00										A	17.9	26	1538	1726	584	227	665	259	416	408	320	181	800	354	586	532	359	164	110	26A	151	103			
10.00 - 10.30										A	18.5	28	1589	1661	540	194	653	273	432	408	302	160	832	366	615	567	380	167	88	12v	88	46A			
10.30 - 11.00										A	18.3	29	1572	1632	527	188	621	264	408	371	274	166	840	367	612	558	375	176	88	14v	83A	42A			
ABC WORLD NEWS TONIGHT										70	202	206	A	12.2	21	1048	1583	701	261	783	188	367	351	359	364	647	169	332	328	301	267	71	50A	82	53A
M-F 6.30P 30 ABC N										98	99	B	11.4	20	979	1501	687	226	749	171	327	327	332	365	594	154	298	293	278	258	67	41	91	58	
ABC WRLD NEWS TONIGHT-SAT										4	194	192	A	9.8	17	842	1545	606	312	825	245	360	375	271	430	530	48A	193	209	318	298	87A	72A	103A	41v
SAT. 6.30P 30 ABC N										97	97	B	9.3	17	799	1483	643	250	784	194	327	347	307	408	537	86	214	222	261	291	63	38	99	41	
ABC WRLD NEWS TONIGHT-SUN										14	158	155	A	7.4	11	636	1514	619	277	759	140A	265	287	313	456	603	105A	309	307	294	271	51v	47v	101A	57A
SUN. 6.30P 30 ABC N										84	84	B	8.1	14	696	1476	667	195	753	151	276	268	310	433	599	138	273	277	273	284	45	27	79	44	
AIRWOLF										13	204		A	13.4	22	1151	1871	636	219A	670	217A	417	423	337	198A	789	306	490	481	330	239	201A	79A	211A	168A
2 SAT. 8.00P 60 CBS A										99		B	12.5	21	1074	1904	675	259	745	225	427	400	369	267	732	244	446	432	379	227	148	46	279	188	
8.00 - 8.30										A	13.3	22	1142	1864	651	235	675	211A	419	425	345	203A	792	322	503	487	321	231A	183A	75A	214A	171A			
8.30 - 9.00										A	13.5	22	1160	1866	623	203A	664	222A	414	418	328	196A	782	289	477	476	338	245	212A	81A	208A	164A			
ALFRED HITCHCOCK PRESENTS										11	205	203	A	17.0	23	1460	2229	774	398	849	430	682	593	363	134	744	330	579	519	367	118	253	150	383	274
SUN. 8.30P 30 NBC SM										99	99	B	16.2	23	1392	2249	788	381	866	438	679	585	360	140	749	358	592	530	337	124	279	147	355	251	
AMAZING STORIES										12	206	205	A	18.9	26	1624	2365	736	391	837	418	676	558	362	130	764	329	606	544	388	118	270	152	494	338
SUN. 8.00P 30 NBC GD										99	99	B	17.7	25	1520	2315	767	392	843	419	660	567	352	137	771	373	616	548	347	116	280	144	421	296	
AMERICAN ALMANAC (MON)(S)										189		A	8.8	15	756	1783	741	337A	794	184A	464	398	401	287A	717	271A	450	385	328A	203A	112A	LT	160A	92A	
1 MON. 10.00P 60 NBC DN										98		A	8.9	15	765	1735	699	320A	753	165A	434	359	380	282A	701	259A	434	371	335A	198A	106A	LT	175A	93A	
10.00 - 10.30										A	8.6	15	739	1836	787	353A	838	202A	493	439	426	294A	734	285A	466	400	317A	209A	119A	LT	145A	91A			
10.30 - 11.00																																			
AMERICAN PORTRAIT										38	198	200	A	13.3	20	1142	1776	725	324	810	243	444	401	375	308	634	202	371	352	313	215	132	70	200	140
1 MTU TH 8.58P 1 CBS DO										93	97	B	14.5	21	1246	1724	733	305	824	253	445	409	385	322	552	166	316	306	284	197	114	61	234	149	
2 TU&TH 8.58P 1																																			
BENSON										10	209		A	11.4	17	979	1940	568	320	729	270A	442	442	322	258A	522	178A	366	388	283	134A	234A	150A	455	360
1 FRI. 9.30P 30 ABC CS										99		B	10.9	17	936	1774	708	320	805	269	463	432	359	284	488	151	288	302	263	161	162	116	319	234	
BILL COSBY SHOW										15	215	214	A	36.3	53	3118	2138	805	391	934	378	607	528	392	276	569	203	381	355	269	163	251	131	384	252
THU. 8.00P 30 NBC CS										99	99	B	32.4	49	2783	2098	789	370	898	356	568	504	368	273	582	229	378	346	254	168	235	135	383	251	
BLACKIE'S MAGIC										1	196		A	19.4	28	1666	1573	635	226	726	259	431	367	285	267	549	126A	305	342	294	207	163	67A	135A	77A
2 WED. 9.00P 60 NBC SM										99		B	19.4	28	1666	1573	635	226	726	259	431	367	285	267	549	126	305	342	294	207	163	67	135	77	
9.00 - 9.30										A	19.3	28	1658	1581	635	215	728	255	430	376	288	269	542	117A	299	338	295	204	166	65A	145A	82A			
9.30 - 10.00										A	19.5	29	1675	1556	637	237	722	263	430	354	280	266	552	133A	311	342	291	210	158	67A	124A	71A			
BUGS BUNNY-AMERICAN HERO(S)										200		A	7.8	11	670	1843	735	294A	866	272A	460	357A	386A	356A	647	252A	330A	306A	260A	262A	93v	23v	237A	134A	
2 TUE. 8.41P 19 CBS EA										98																									
CAGNEY & LACEY										12	206	207	A	19.5	32	1675	1591	698	255	829	282	506	479	402	269	577	227	401	356	280	146	120	67A	65A	50A
MON. 10.00P 60 CBS OP										99	99	B	17.3	27	1486	1491	758	329	865	273	515	485	419	292	475	170	301	289	228	143	108	63	43	29	
10.00 - 10.30										A	19.4	31	1666	1601	715	271	848	290	523	495	413	270	567	221	389	349	279	147	105	60A	81	59A			
10.30 - 11.00										A	19.5	33	1675	1584	683	239	813	276	490	465	393	268	589	233	412	363	283	147	135	73A	47A	41A			

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JAN. 1986 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																						
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
WK #	DAY	START TIME	DUR	NET	TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	ING WOM.	WOMEN					MEN					TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11						
							AVG. AUD. SHARE %	AVG. AUD. (0,000)		TOTAL	18-34				18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+								
EVENING CONT'D																																
CBS EVENING NEWS-RATHER						74	206	206		A	14.2	24	1220	1554	705	255	760	157	301	298	365	409	629	122	276	289	350	312	80	35^	85	51^
M-F 6.30P 30 CBS N							99	99		B	13.4	23	1151	1469	668	226	734	139	279	291	340	402	592	121	253	260	301	298	61	27	82	45
CBS EVENING NEWS-SUNDAY						7	179	176		A	8.6	14	739	1563	709	243	752	174^	327	325	332	369	583	151^	258	259	258	299	74^	38^	154^	118^
SUN. 6.00P 30 CBS N							91	89		B	7.9	14	679	1448	633	234	692	120	255	251	335	382	653	190	329	309	289	301	37	12	66	49
CBS SAT. NEWS-SCHIEFFER						8		176		A	10.5	20	902	1600	641	230^	720	152^	317	296	341	390	650	159^	290^	308	243^	330	136^	45^	94^	59^
2 SAT. 6.30P 30 CBS N								92		B	9.6	18	825	1562	633	198	687	97	245	277	344	393	710	184	342	344	320	329	73	27	92	42
CBS SATURDAY NIGHT MOVIE						15	201	198		A	14.3	23	1228	2016	674	329	744	341	562	480	312	153	780	365	550	520	348	153	162	63^	330	245
1 SAT. 8.00P 180 CBS FF							98	98		B	13.1	22	1125	1832	720	340	812	284	515	462	390	242	670	247	443	438	345	168	176	59	174	119
2 SAT. 9.00P 120																																
8.00 - 8.30										A	12.1	19	1039	2132	652	342	762	423	625	489	277	113^	761	379	571	522	324	109^	117^	47^	492	370
8.30 - 9.00										A	14.0	22	1203	2313	694	338	784	449	664	542	282	92^	831	430	611	574	347	109^	160^	49^	538	393
9.00 - 9.30										A	13.7	21	1177	2116	702	358	771	347	572	510	314	165	833	389	579	557	379	156	180	70^	332	241
9.30 - 10.00										A	14.6	23	1254	2044	682	346	746	337	556	479	303	163	806	383	569	527	359	162	182	76^	310	230
10.00 - 10.30										A	15.2	25	1306	1917	645	307	694	294	510	445	312	161	763	341	536	520	351	159	179	75^	281	216
10.30 - 11.00										A	14.8	25	1271	1835	670	298	734	299	534	459	348	167	717	313	490	466	327	176	144	54^	240	174
CBS SUNDAY NIGHT MOVIE						1		206		A	25.3	38	2173	1755	885	309	997	383	597	523	423	339	496	147	267	251	235	193	155	116^	107^	78^
2 SUN. 9.00P 120 CBS FF								99		B	25.3	38	2173	1755	885	309	997	383	597	523	423	339	496	147	267	251	235	193	155	116	107	78
9.00 - 9.30										A	23.9	34	2053	1773	867	312	986	370	576	498	419	352	521	151	282	273	259	200	158	116^	108^	83^
9.30 - 10.00										A	24.9	37	2139	1832	904	319	1027	412	628	544	421	337	522	174	297	284	242	185	164	118^	119^	91^
10.00 - 10.30										A	25.9	40	2225	1753	895	296	994	373	594	530	433	338	491	146	262	233	231	193	156	125	112^	77^
10.30 - 11.00										A	26.3	43	2259	1675	884	309	987	377	591	518	422	335	464	128	233	216	211	197	137	106^	87^	65^
CBS TUESDAY NIGHT MOVIES						13	205	205		A	13.8	24	1185	1709	745	294	833	209	455	464	436	323	586	160	326	304	332	209	154	60^	136	107^
TUE. 9.00P 120 CBS FF							98	99		B	16.8	26	1443	1515	792	315	885	250	470	442	426	358	466	130	245	249	247	180	84	46	80	56
9.00 - 9.30										A	11.0	18	945	1721	734	284	846	213	457	420	428	342	561	132^	282	286	317	219	153	75^	161	103^
9.30 - 10.00										A	13.7	23	1177	1704	747	289	836	202	455	462	443	320	571	141	307	307	329	203	170	69^	127	97^
10.00 - 10.30										A	15.3	27	1314	1703	734	284	819	209	446	467	423	318	596	168	340	312	341	213	156	55^	132	108
10.30 - 11.00										A	15.3	29	1314	1697	751	306	823	206	457	484	446	315	603	190	362	305	334	199	143	51^	128	117
CHEERS						14	208	206		A	23.7	34	2036	1913	740	436	897	409	620	547	352	224	603	253	415	428	262	144	207	79	206	135
THU. 9.00P 30 NBC CS							99	99		B	23.3	35	2001	1885	772	400	879	394	609	526	351	223	633	292	454	430	260	141	179	89	194	126
CRAZY LIKE A FOX						10	204			A	18.9	27	1624	1709	892	354	1001	244	495	477	468	434	567	130^	276	303	292	232	68^	42^	73^	42^
1 SUN. 9.00P 60 CBS PD								99		B	17.4	25	1495	1573	767	322	867	209	406	404	420	394	521	123	274	286	301	206	91	43	94	67
9.00 - 9.30										A	19.0	27	1632	1716	893	359	1009	242	498	472	474	441	576	125^	269	295	292	252	71^	45^	60^	29^
9.30 - 10.00										A	18.9	27	1624	1687	882	345	984	243	488	477	457	422	553	133^	280	307	287	212	66^	39^	84^	57^
DALLAS						15	208	207		A	22.0	33	1890	1687	865	355	938	271	496	443	436	387	508	162	257	275	218	208	115	48^	126	82
FRI. 9.00P 60 CBS GD							99	99		B	22.6	36	1941	1645	874	344	949	280	497	458	426	394	517	163	268	269	222	213	73	38	106	69
9.00 - 9.30										A	21.3	32	1830	1697	859	355	929	270	494	438	431	382	519	168	266	282	222	210	122	46^	127	84
9.30 - 10.00										A	22.7	34	1950	1670	870	355	944	274	498	448	436	391	491	153	243	266	212	204	109	47^	126	81
DIFF'RENT STROKES						12	209	201		A	13.2	20	1134	1987	652	316	779	326	498	451	309	243	523	165	334	324	294	149	213	132	472	315
FRI. 9.00P 30 ABC CS							99	99		B	11.4	18	979	1846	675	287	783	293	460	410	309	272	473	161	292	294	240	144	194	139	396	282
DYNASTY						12		207		A	21.1	31	1812	1641	768	355	902	270	494	460	430	344	540	248	330	210	187	184	88^	60^	111^	54^
2 WED. 9.00P 60 ABC GD								99		B	22.5	34	1933	1602	851	375	963	345	579	513	424	320	457	181	279	259	193	146	96	66	86	54
9.00 - 9.30										A	20.5	30	1761	1673	776	353	912	266	494	456	435	357	560	257	344	218	198	192	81^	59^	120^	60^
9.30 - 10.00										A	21.7	32	1864	1605	759	359	892	276	494	459	420	334	519	240	315	200	174	177	92^	60^	102^	48^
DYNASTY II: COLBYS						6	209	208		A	14.3	21	1228	1599	819	356	918	261	490	461	406	364	472	185	264	188	159	188	114	56^	95^	44^
CONT'D																																

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JAN. 1986 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION														
PROGRAM NAME														VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)					
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11				
EVENING CONT'D																														
HARDCASTLE & MCCOR-CONT'D																														
8.00 - 8.30																														
8.30 - 9.00																														
HE'S THE MAYOR										1		202																		
2 FRI.										9.30P		30 ABC CS																		
8.30 - 9.00										98																				
HIGHWAY TO HEAVEN										13		204																		
2 WED.										8.00P		60 NBC GD																		
8.00 - 8.30										98																				
8.30 - 9.00																														
HILL STREET BLUES										13		203 208																		
THU.										10.00P		60 NBC OP																		
10.00 - 10.30										99		99																		
10.30 - 11.00																														
HOLLYWOODS PVT. HOME MOV.(S)										190																				
2 SAT.										8.00P		60 ABC U																		
8.00 - 8.30										96																				
8.30 - 9.00																														
HOTEL										9		207																		
2 WED.										10.00P		60 ABC GD																		
										99																				

10.00 - 10.30							A 17.3 28 1486	1458 792 351	881 203 416 422 462 388	458 148^ 220 164^ 168^216	66^ 18^ 53^ 27^
10.30 - 11.00							A 16.5 28 1417	1429 784 333	862 196 409 388 441 390	466 146^ 223 169^ 170^226	59^ 22^ 42^ 12^
HUNTER 14 195 194							A 16.5 28 1417	1827 737 291	809 314 537 499 363 230	659 226 427 378 335 197	193 127 166 138
SAT. 10.00P 60 NBC OP 99 99							B 15.4 27 1323	1764 755 326	838 279 528 510 416 255	598 208 370 346 300 187	168 90 160 127
10.00 - 10.30							A 16.4 27 1409	1892 771 319	846 335 564 529 375 233	666 244 439 372 318 195	191 125 189 157
10.30 - 11.00							A 16.5 28 1417	1764 704 266	777 292 511 467 357 231	651 212 416 386 347 198	192 128 144 121
INSIDERS 12 195							A 12.5 19 1074	1844 672 278	762 316 496 418 385 207^	699 282 520 393 319 168^	179^ 98^ 204^ 136^
2 WED. 8.00P 60 ABC A 97							B 13.0 20 1117	1775 723 307	824 359 524 416 333 238	557 218 374 323 259 156	160 91 234 157
8.00 - 8.30							A 11.4 17 979	1798 667 278	749 320 510 412 377 190^	680 270^ 515 390 315 155^	161^ 80^ 208^ 145^
8.30 - 9.00							A 13.6 20 1168	1874 673 275	768 309 483 424 394 217^	716 292 527 394 323 180^	192^113^ 198^ 129^
KATE & ALLIE 12 203 207							A 22.5 33 1933	1709 741 333	852 292 545 506 401 266	459 161 303 309 224 127	211 141 187 133
MON. 9.00P 30 CBS CS 99 99							B 20.3 29 1744	1729 785 353	894 284 534 505 413 306	462 153 286 284 228 143	185 111 188 129
KNIGHT RIDER 2 197 194							A 14.6 22 1254	2030 644 249	680 270 452 406 292 179	674 281 447 350 304 190	195 78^ 481 314
FRI. 9.00P 60 NBC A 99 98							B 14.6 22 1254	2030 644 249	680 270 452 406 292 179	674 281 447 350 304 190	195 78 481 314
9.00 - 9.30							A 13.6 21 1168	2021 636 244	677 267 443 391 281 185	665 270 436 348 298 192	205 89^ 474 307
9.30 - 10.00							A 15.6 24 1340	2031 654 252	685 275 461 416 298 177	682 288 455 353 313 189	179 63^ 485 318
KNOTS LANDING 14 206 207							A 20.6 33 1770	1608 866 351	965 362 579 500 413 334	447 175 286 213 198 143	89 50^ 107 78
THU. 10.00P 60 CBS GD 99 99							B 19.9 32 1709	1566 857 351	959 343 569 501 420 337	443 165 279 250 214 139	92 58 72 46
10.00 - 10.30							A 20.7 32 1778	1636 856 335	952 358 573 496 406 330	469 184 305 227 211 144	96 51^ 119 86
10.30 - 11.00							A 20.5 34 1761	1571 873 364	973 363 583 504 420 338	423 167 269 194 185 141	78 49^ 97 70^
LADY BLUE 7 194							A 8.6 14 739	1821 695 256^	745 241^ 428 368 344^271^	821 282^ 526 431 357^268^	139^ 51^ 116^ 67^
2 SAT. 9.00P 60 ABC OP 96							B 10.4 17 893	1643 670 297	736 214 396 358 363 294	698 240 404 368 299 256	96 35 113 70
9.00 - 9.30							A 8.5 13 730	1848 702 253	744 244^ 432 343^ 341^281^	832 266^ 501 427 365 299^	145^ 60^ 127^ 75^
9.30 - 10.00							A 8.8 14 756	1761 676 252^	731 232^ 416 380 339^261^	800 296^ 542 430 343^233^	127^ 41^ 103^ 58^

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JAN. 1986 REPORT

PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11					
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+						
EVENING CONT'D																															
LOVE BOAT						11	199	198	A	12.0	20	1031	1686	762	282	901	294	449	420	337	385	479	150	285	256	218	172	104^	76^	202	141
1 SAT. 9.00P 120 ABC CS						96	98	B	13.0	22	1117	1612	774	324	885	273	450	398	356	380	477	166	277	253	207	172	118	71	132	101	
2 SAT. 10.00P 60																															
9.00 - 9.30								A	9.9	15	850	1712	716	223^	866	301^	435	376	314	392	435	158^	269^	219^	155^	166^	124^	62^	287^	207^	
9.30 - 10.00								A	11.3	18	971	1632	748	253^	907	325	478	416	316	385	424	145^	258^	214^	159^	166^	97^	61^	204^	140^	
10.00 - 10.30								A	12.4	20	1065	1676	762	288	897	282	438	419	338	384	500	145	290	273	249	173	97^	79^	182	127^	
10.30 - 11.00								A	13.1	22	1125	1697	777	308	910	285	450	431	350	384	494	150	290	266	234	178	105^	85^	188	132	
MACGYVER						10	207		A	12.9	18	1108	1782	548	171^	632	204^	322	312	262	255	786	250	489	521	408	217^	163^	74^	201^	110^
1 SUN. 8.00P 60 ABC A						99		B	13.0	19	1117	1925	615	298	716	277	466	422	326	192	731	269	485	462	349	196	201	87	277	180	
8.00 - 8.30								A	12.0	16	1031	1789	552	173^	631	195^	315	313	258^	261	807	258	496	502	420	231^	151^	65^	200^	100^	
8.30 - 9.00								A	13.7	18	1177	1778	548	168^	634	215^	332	313	265	249	768	245	484	539	399	201^	172^	81^	204^	119^	
MAGNUM, P.I.						13	205	206	A	16.1	23	1383	1666	724	283	794	223	393	352	378	346	643	170	355	363	332	243	91^	44^	138	93^
THU. 8.00P 60 CBS PD						99	99	B	15.5	23	1331	1649	745	281	817	225	419	397	404	337	605	165	343	352	328	209	89	33	138	87	
8.00 - 8.30								A	15.2	22	1306	1628	712	279	782	209	375	333	374	354	629	147	337	359	345	244	81^	36^	136	83^	
8.30 - 9.00								A	17.1	25	1469	1681	730	285	800	236	405	363	376	339	646	187	367	363	318	237	96	49^	139	99	
MARY						4	197	201	A	17.7	26	1520	1708	756	315	816	255	432	404	406	321	558	224	342	332	251	163	141	91	193	124
WED. 8.00P 30 CBS CS						97	98	B	16.7	25	1435	1623	740	316	806	251	425	411	380	321	531	200	309	295	239	169	116	61	170	110	
MIAMI VICE						14	210	211	A	23.4	38	2010	1894	682	358	773	410	605	492	301	129	714	318	551	491	341	129	209	108	198	145
FRI. 10.00P 60 NBC OP						99	99	B	22.1	36	1898	1841	711	356	801	381	600	521	345	156	702	317	529	481	313	138	175	85	163	127	
10.00 - 10.30								A	23.2	37	1993	1920	698	377	793	430	622	497	296	135	697	325	544	474	320	121	221	110	209	153	
10.30 - 11.00								A	23.6	39	2027	1864	667	339	753	386	585	485	303	127	731	312	560	505	361	138	194	107	186	139	
MISFITS OF SCIENCE						2	198	194	A	13.1	20	1125	2010	666	331	734	235	432	394	342	242	653	273	418	307	264	207	195	83^	428	285
FRI. 8.00P 60 NBC A						99	98	B	13.1	20	1125	2010	666	331	734	235	432	394	342	242	653	273	418	307	264	207	195	83^	428	285	
8.00 - 8.30								A	13.0	20	1117	2012	683	340	761	233	447	402	361	256	666	266	413	304	275	223	183	83^	402	265	
8.30 - 9.00								A	13.2	20	1134	1998	649	319	708	236	420	386	320	228	637	279	419	308	248	192	202	82^	451	303	
MR. BELVEDERE						13	202	199	A	16.6	26	1426	1780	761	246	822	224	379	402	331	377	491	135	251	249	237	203	131	77^	336	211
FRI. 8.30P 30 ABC CS						97	96	B	14.2	23	1220	1782	753	279	823	260	427	403	336	333	449	135	237	242	202	182	147	99	363	222	
MOONLIGHTING						13	207	208	A	15.2	25	1306	1812	728	321	846	332	555	500	402	215	543	206	373	386	259	127	204	91^	219	166
1 TUE. 9.00P 60 ABC PD						99	99	B	17.7	27	1520	1822	769	382	889	392	642	548	392	193	587	255	428	412	268	115	190	104	156	102	
2 TUE. 9.39P 60								A	13.9	25	1194	1993	643	261	815	235	494	498	435	225	554	225	381	382	209^	146^	228	96^	396	308	
9.00 - 9.30								A	14.9	25	1280	1857	727	335	854	332	549	496	401	223	533	200	367	375	251	123	224	101^	246	193	
9.30 - 10.00								A	16.4	25	1409	1621	798	359	851	394	602	514	378	194	536	196	373	399	303	113^	158^	73^	76^	48^	
10.00 - 10.30								A	16.8	27	1443	1679	750	284	873	386	600	486	376	221	575	231	397	397	280	125^	168^	91^	63^	33^	
10.30 - 11.00								A	16.8	27	1443	1679	750	284	873	386	600	486	376	221	575	231	397	397	280	125^	168^	91^	63^	33^	
MURDER, SHE WROTE						12	205	208	A	27.3	38	2345	1637	814	312	905	189	412	422	464	423	594	143	274	280	294	271	71	37^	67	52^
SUN. 8.00P 60 CBS SM						99	99	B	25.2	36	2165	1607	800	313	891	172	385	402	455	436	551	130	267	277	286	244	77	37	88	61	
8.00 - 8.30								A	26.4	37	2268	1636	812	317	903	188	409	417	458	427	599	154	280	282	288	273	74	35^	60	49^	
8.30 - 9.00								A	28.0	38	2405	1643	819	311	913	194	420	429	466	420	593	135	270	279	299	273	65	37^	72	55^	
NBC MONDAY NIGHT MOVIES						13	184	197	A	15.7	24	1349	1663	633	310	747	255	432	395	352	260	674	273	423	358	279	213	133	37^	109	78^
1 MON. 8.00P 120 NBC FF						97	99	B	18.9	28	1624	1670	795	337	900	343	566	494	402	280	490	174	296	269	229	161	139	87	141	85	
2 MON. 9.00P 115								A	14.3	22	1228	1657	733	305	847	277	454	403	429	323	535	237	328	273	179^	182^	88^	68^	187^	89^	
8.00 - 8.30								A	13.7	21	1177	1723	751	297	848	269	446	413	424	333	586	247	362	320	205^	195^	86^	66^	203^	93^	
8.30 - 9.00								A	15.3	22	1314	1651	626	294	743	251	415	390	336	272	672	256	403	354	289	216	116	38	120	100^	
9.00 - 9.30								A	16.0	24	1374	1663	635	289	748	251	439	404	346	256	695	286	435	351	287	216	121	32^	99	88^	
9.30 - 10.00																															
CONT'D																															

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JAN. 1986 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION													
PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES													
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	TEENS (12-17) FEM.	CHILDREN (2-11) TOTAL 6-11	
EVENING CONT'D																													
NBC MONDAY NIGHT M-CONT'D																													
10.00 - 10.30																													
10.30 - 11.00																													
NBC NEWS DIGEST-M-F																													
1 MON. 9.08P										1 NBC N		70 157 150																	
1 TUTHF 8.58P										1		81 79																	
1 WED. 10.16P										2																			
2 MTHF 8.58P										1																			
2 TUE. 9.28P										1																			
NBC NEWS DIGEST-2-M-F																													
1 M & TH 9.58P										1 NBC N		32 155 157																	
2 MON. 9.55P										1		84 85																	
2 W & F 9.58P										1																			
NBC NEWS DIGEST-SAT																													
SAT. 8.58P										1 NBC N		14 155 151																	
NBC NEWS DIGEST-2-SAT.																													
1 SAT. 9.58P										1 NBC N		6 168																	
NBC NEWS DIGEST-SUN																													
SUN. 8.58P										1 NBC N		14 158 158																	
NBC NEWS DIGEST-2-SUN.																													
2 SUN. 9.57P										1 NBC N		7 175																	
NBC NIGHTLY NEWS-SAT.																													
1 SAT. 6.30P										30 NBC N		12 165																	
NBC NIGHTLY NEWS																													
1 MTUTHF 6.30P										30 NBC N		68 201 201																	
2 M-F 6.30P										30		99 99																	
NBC SUNDAY NIGHT MOVIE																													
SUN. 9.00P										120 NBC FF		13 200 200																	
9.00 - 9.30																													
9.30 - 10.00																													
10.00 - 10.30																													
10.30 - 11.00																													
NEWHART																													
MON. 9.30P										30 CBS CS		11 201 207																	
NEWSBREAK-M-F																													
1 MTHF 9.58P										1 CBS N		75 170 173																	
1 TUE. 9.54P										1		81 81																	
2 MTHF 9.58P										1																			
2 TUE. 10.01P										1																			
2 WED. 9.57P										2																			
NEWSBREAK-SAT.																													
1 SAT. 10.08P										1 CBS N		15 174 172																	
2 SAT. 10.05P										1		84 83																	

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JAN. 1986 REPORT

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																								
															VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																								
															WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	WOMEN						MEN				
TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+																												
EVENING CONT'D																																							
SCARECROW & MRS. KING										14	193	207	A	19.2	29	1649	1804	749	279	835	270	465	429	338	323	543	173	335	325	272	175	158	89	268	193				
MON.										8.00P	60	CBS	GD	96	99	B	18.0	27	1546	1724	754	342	866	257	455	423	386	357	509	130	275	286	270	193	134	83	215	141	
										8.00 - 8.30			A	18.2	28	1563	1801	755	265	829	265	447	418	326	335	544	166	328	320	277	184	169	92	259	181				
										8.30 - 9.00			A	20.1	30	1727	1811	747	293	844	277	483	438	346	314	545	181	344	332	270	166	145	86	277	204				
SHADOW CHASERS										8	198	195	A	4.7	7	404	1943	830	302^	882	285^	517	434	430	293^	661	216^	398	330^	361	201^	125^	24v	275^	188^				
										THU.	8.00P	60	ABC	PD	97	95	B	5.8	9	498	1750	716	294	791	259	472	448	397	256	576	179	359	343	303	168	147	46	236	178
										8.00 - 8.30			A	4.4	6	378	1966	812	284^	855	257^	489	432	439	289^	672	228^	413	344^	348^183^	119^	36v	320^	210^					
										8.30 - 9.00			A	5.1	7	438	1865	825	305^	880	300^	527	423	414	286^	629	198^	373	304^	358	209^	129^	14v	227^	165^				
SILVER SPOONS										12	188	185	A	14.3	21	1228	2125	559	271	689	342	523	415	253	157	625	287	478	410	285	132	276	151	535	337				
1 SUN.										7.30P	30	NBC	CS	96	96	B	11.4	17	979	2276	702	329	796	341	555	482	335	198	617	271	444	396	273	139	276	167	587	396	
2 SUN.										7.48P	12																												
SIMON & SIMON										14	204	206	A	17.6	26	1512	1759	741	295	808	277	463	428	381	299	635	215	415	376	343	190	160	67^	156	110				
										THU.	9.00P	60	CBS	PD	99	99	B	17.6	26	1512	1666	748	302	834	261	481	450	402	299	596	191	371	353	319	190	123	44	113	78
										9.00 - 9.30			A	17.1	25	1469	1759	741	303	809	269	462	422	389	304	617	202	394	371	334	192	170	71^	163	117				
										9.30 - 10.00			A	18.1	27	1555	1749	737	286	801	282	460	430	372	292	647	224	430	380	348	187	153	65^	148	101				
60 MINUTES										16	207	207	A	24.8	36	2130	1640	746	331	807	158	356	356	408	393	707	181	366	392	354	275	69	28^	57^	32^				
										SUN.	7.00P	60	CBS	DN	99	99	B	23.7	37	2036	1624	721	294	789	162	344	353	384	381	693	180	351	370	341	282	69	33	73	45
										7.00 - 7.30			A	23.1	34	1984	1641	743	330	808	153	350	351	410	399	696	176	359	389	344	271	82	33^	55^	31^				
										7.30 - 8.00			A	26.5	39	2276	1638	749	330	806	161	360	359	409	390	715	184	369	395	362	279	59	25^	58^	34^				
SPECIAL MOVIE PRSNT.-CBS(S)										200			A	26.4	38	2268	1616	817	372	918	331	555	504	404	297	470	168	325	328	246	123	104^	73^	124	93^				
1 WED.										9.00P	120	CBS	FF	99		A	23.4	32	2010	1652	799	409	923	335	546	472	400	311	495	186	340	344	253	127^	89^	72^	145	104^	
										9.00 - 9.30			A	26.0	36	2233	1655	816	393	922	332	551	501	411	300	488	189	349	346	245	117^	103^	67^	142	112^				
										9.30 - 10.00			A	28.5	42	2448	1583	812	339	901	324	554	514	398	284	448	157	304	316	234	122	117	83^	117	90^				
										10.00 - 10.30			A	28.0	44	2405	1563	825	347	914	328	555	516	405	297	453	147	308	306	248	125	101^	71^	95^	67^				
										10.30 - 11.00																													
SPECIAL MOVIE PRESNT.-CBS(S)										197			A	14.4	22	1237	1471	762	329	804	245	439	445	411	287	518	124^	290	335	324	162^	64^	23v	85^	55^				
2 WED.										9.00P	120	CBS	FF	98		A	14.8	21	1271	1515	750	329	792	232	419	430	404	300	515	139^	292	350	304	156^	71^	34v	137^	86^	
										9.00 - 9.30			A	14.0	20	1203	1480	772	354	822	259	458	463	420	287	491	118^	269	315	305	155^	68^	32v	99^	62^				
										9.30 - 10.00			A	14.7	24	1263	1459	775	327	808	259	456	448	399	282	532	121^	302	342	341	164^	68^	17v	51v	37v				
										10.00 - 10.30			A	14.2	24	1220	1401	746	299	781	231	416	433	409	277	518	108^	290	332	341	162^	52v	8v	50v	36v				
										10.30 - 11.00																													
SPENSER: FOR HIRE										8	205	200	A	11.5	22	988	1676	779	236	905	276	484	459	456	315	532	111^	294	310	305	203	94^	51^	145	122^				
1 TUE.										10.00P	60	ABC	PD	99	97	B	13.2	22	1134	1583	727	306	835	289	507	465	411	257	581	172	354	353	312	187	79	38	88	56	
2 TUE.										10.39P	60																												
										10.00 - 10.30			A	10.9	22	936	1921	809	224^	938	227^	440	486	549	342	557	94^	259^309	303	248^	129^102^	297	274^						
										10.30 - 11.00			A	11.6	22	996	1687	807	241	931	306	489	477	469	327	522	113^	278	302	293	204	94^	61^	140	114^				
										11.00 - 11.30			A	11.9	22	1022	1487	713	236^	841	280	512	412	354	275	528	125^	338	314	317	171^	80^	LT	38v	19v				
										11.30 - 12.00			A	11.9	26	1022	1360	706	224^	819	217^	462	390	415	303	490	91^	312	331	321	159^	LT	LT	51v	28v				
SPORTSBREAK-SAT										15	199	200	A	13.4	21	1151	2145	696	301	729	317	528	474	320	161	813	378	569	519	350	156	187	80^	416	311				
1 SAT.										9.07P	1	CBS	SN	97	96	B	11.7	19	1005	2006	681	277	752	260	463	419	358	241	718	263	462	444	363	196	169	53	367	256	
2 SAT.										8.58P	1																												
SPORTSBREAK-SUN										15	199	201	A	22.0	30	1890	1682	827	333	920	207	439	456	479	400	623	154	300	301	314	271	64^	36^	75	60^				
										SUN.	8.58P	1	CBS	SN	94	94	B	20.3	29	1744	1623	791	322	878	192	400	411	438	410	561	139	287	292	299	235	82	39	102	74
STIR CRAZY										1	202		A	8.8	15	756	1581	621	193^	794	207^	441	377	403	279^	409	65v	153^158^	253^224^	220^	89v	158^	74v						
1 TUE.										8.00P	60	CBS	CS	97		B	8.8	15	756	1581	621	193	794	207	441	377	403	279	409	65	153	158	253	224	220	89	158	74	
CONT'D																																							

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																				
WK #	START DAY	TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11		
EVENING CONT'D																																				
STIR CRAZY-CONT'D																																				
	8.00	-	8.30						A	8.6	15	739	1525	646 205^	810 223^	447 389	402 284^	349^	46v	136^	122^	213^	213^	220^	104^	146^	62v									
	8.30	-	9.00						A	8.9	16	765	1641	601 181^	783 194^	440 371	407 274^	471	84v	174^	189^	294^	239^	220^	74v	167^	83v									
SUGAR BOWL(S)																																				
1 WED.	8.00P	220	ABC	SE			206	99	A	6.8	10	584	1784	536 231^	551 146^	319^	277^	257^	189^	824	239^	512	535	416^	209^	231^	106v	178^	124^							
	8.00	-	8.30						A	8.1	12	696	1774	533 314^	576 94v	303^	381^	347^	181^	696	157^	361^	467	374^	229^	233^	102^	269^	157^							
	8.30	-	9.00						A	7.4	10	636	1766	499 315^	560 78v	344^	348^	362^	168^	810	249^	469	521	367^	236^	262^	96v	134^	79v							
	9.00	-	9.30						A	6.1	8	524	1733	559 247^	559 111v	302^	282^	276^	219^	774	199^	442^	495^	362^	246^	239^	104v	161^	97v							
	9.30	-	10.00						A	5.6	8	481	1717	541^	254^	541^	122v	309^	261^	269^	203^	783	213^	465^	525^	388^	217^	241^	107v	152^	106v					
	10.00	-	10.30						A	7.9	11	679	1722	463 171^	463 146^	277^	181^	169^	186^	882	279^	567	598	427	196^	226^	118^	151^	122^							
	10.30	-	11.00						A	7.3	11	627	1868	471 154^	471 207^	317^	190^	129^	154^	958	286^	637	595	519	199^	271^	152^	168^	138^							
	11.00	-	11.30						A	5.6	9	481	1904	670 185^	670 271^	370^	261^	222^	209^	897	316^	676	581	474^	145^	153^	65v	184^	144^							
	11.30	-	12.00						A	5.1	10	438	1829	776 118v	776 210^	408^	390^	352^	249^	713	179^	506^	402^	402^	132v	99v	48v	241^	192^							
TV BLOOPERS & PRAC. JOKES																																				
2 MON.	8.00P	60	NBC	CV			197	98	A	16.8	25	1443	2047	759 409	835 288	515 559	356 264	612 229	412 381	293 147^	242 179^	358 210														
	8.00	-	8.30						B	15.8	23	1357	1861	716 304	797 285	465 413	338 287	592 230	374 345	276 175	205 127	267 184														
	8.30	-	9.00						A	16.7	25	1435	2052	769 413	850 304	526 560	351 267	626 240	418 396	295 152^	230 187	346 213														
	8.30	-	9.00						A	16.9	25	1452	2032	750 404	817 272	506 557	358 260	598 218	401 369	286 143^	252 169^	365 209														
TRAPPER JOHN, M.D.																																				
1 SUN.	10.00P	60	CBS	GD			202	99	A	17.7	27	1520	1683	893 402	1042 349	578 550	439 389	511 195	320 267	221 175^	130^	113^	LT	LT												
	10.00	-	10.30						B	14.7	23	1263	1484	767 325	881 233	423 411	409 393	479 145	268 246	254 183	77 41	47 34														
	10.30	-	11.00						A	17.5	26	1503	1635	897 402	1043 348	576 550	442 390	470 166^	284 260	206 166^	122^	105^	LT	LT												
	10.30	-	11.00						A	18.0	28	1546	1713	884 393	1031 347	575 547	432 382	548 223	352 272	231 181	134^	119^	LT	LT												
20/20																																				
THU.	10.00P	60	ABC	DN			13	205	206	A	16.8	27	1443	1502	688 241	760 183	399 423	374 283	619 207	350 358	295 222	86^	37^	37^	LT											
	10.00	-	10.30						B	14.9	24	1280	1577	750 259	819 208	423 438	410 322	631 200	358 356	301 226	79 27	48 28														
	10.30	-	11.00						A	17.2	27	1477	1517	686 252	760 200	409 432	358 275	622 203	353 359	294 223	92 37^	43^	LT													
	10.30	-	11.00						A	16.4	27	1409	1476	689 228	757 164	388 415	391 289	607 209	341 353	290 220	80^	36^	32^	LT												
TWILIGHT ZONE																																				
FRI.	8.00P	60	CBS	SF			15	208	207	A	13.9	22	1194	2102	824 406	941 460	679 517	355 233	676 300	487 431	301 153	153 45^	332 184													
	8.00	-	8.30						B	14.5	24	1246	1894	752 349	831 322	545 496	381 240	659 277	474 438	308 147	141 48	263 172														
	8.30	-	9.00						A	13.6	21	1168	2093	836 416	953 473	683 504	350 239	661 293	479 418	291 151	153 44^	326 171														
	8.30	-	9.00						A	14.1	22	1211	2123	822 398	940 452	679 527	361 233	694 310	496 442	310 157	150 43^	339 197														
227																																				
SAT.	9.30P	30	NBC	CS			15	196	197	A	20.8	33	1787	1935	851 338	929 286	538 524	449 320	544 137	315 321	310 194	215 140	247 197													
	9.30P	30	NBC	CS			99	99	B	18.3	30	1572	1860	812 342	905 277	515 491	414 334	494 148	275 275	248 178	197 120	264 208														
WEBSTER																																				
FRI.	8.00P	30	ABC	CS			15	206	207	A	17.2	27	1477	1790	741 251	811 233	372 381	327 369	505 168	286 265	220 187	108 74^	366 227													
	8.00P	30	ABC	CS			98	99	B	14.9	25	1280	1800	768 281	846 261	422 405	348 354	447 133	227 228	202 186	146 99	361 214														
WHO'S THE BOSS?																																				
1 TUE.	8.00P	30	ABC	CS			14	204	205	A	20.6	32	1770	1951	807 375	872 314	525 497	404 273	560 214	361 367	256 154	196 92	323 253													
2 TUE.	8.39P	30	ABC	CS			99	99	B	20.8	32	1787	1866	778 367	865 328	533 480	377 266	526 195	334 320	247 150	194 111	281 188														
LATE FRINGE																																				
ABC NEWS:NIGHTLINE-MON																																				
1 MON.	12.24A	30	ABC	N			13	189		A	3.8	14	326	1816	699^	267^	889 198v	465^	378^	453^	322^	728^	67v	313^	471^	565^	257^	199v	LT	LT	LT	LT	LT			
	12.24A	30	ABC	N			96		B	4.1	20	352	1115	396 129	442 154	247 231	183 136	644 191	398 405	354 200	19 19	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT			
ABC NEWS:NIGHTLINE																																				
1 THU.	11.30P	30	ABC	N			50	191	194	A	5.9	15	507	1312	636 186	672 143	345 369	387 279	599 101^	305 351	418 244	32v	12v	LT	LT											
1 FRI.	11.30P	31							B	5.4	15	464	1253	609 172	649 149	301 325	330 279	549 139	295 303	309 217	34 23	21 11														
2 M & TH	11.30P	31																																		
2 WED.	11.30P	30																																		
2 FRI.	11.30P	36																																		
CONT'D																																				

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JAN. 1986 REPORT

[illegible]

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JAN. 1986 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)					CHILDREN (2-11)						
														TOTAL	18-34	WOMEN			MEN								TOTAL FEM.	TOTAL 6-11							
																18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+										
LATE FRINGE CONT'D														A	1.2	23	103	893	253^	418^	311^	88^	48^	107^	300^	126^	136^	136^	78^	164^	LT	LT	146^	58^	
CBS NEWS NIGHTWATC-CONT'D														A	1.1	21	94	617^	415^	415^	181^	373^	373^	234^	202^	126^	64^	64^	138^	138^	LT	LT	146^	58^	
4.30 - 5.00														A	1.0	19	86	686^	454^	454^	140^	384^	384^	314^	232^	126^	69^	69^	163^	163^	LT	LT	146^	58^	
5.00 - 5.30																																			
5.30 - 6.00																																			
CBS SUNDAY NEWS-OSGOOD														A	5.8	12	498	1408	729	785	241^	410	406	406	611	163^	380	359	310	225^	LT	LT	12^	LT	
SUN. 11.00P 15 CBS N 65 65														B	5.1	11	438	1366	643	731	186	352	337	356	519	112	298	297	309	200	56	32	60	35	
DAVID LETTERMAN I														A	4.7	20	404	1337	555	619	312	424	294	194	613	314	465	334	233	105^	77^	27^	28^	22^	
1 MTUW 12.30A 30 NBC GV 99 99														B	4.1	20	352	1256	578	624	261	381	322	263	563	279	388	305	220	135	41	23	28	22	
1 WED. 12.48A 30																																			
2 MTUW 12.30A 30																																			
2 TUE. 1.00A 30																																			
DAVID LETTERMAN II														A	3.5	19	301	1256	498	572	376	459	236	123^	572	320	459	285	179^	83^	105^	43^	LT	LT	
1 MTUW 1.00A 30 NBC GV 99 99														B	3.0	19	258	1192	530	569	276	386	272	216	562	307	405	287	205	119	41	27	20	LT	
1 WED. 1.18A 30																																			
2 MTUW 1.00A 30																																			
2 TUE. 1.30A 30																																			
EYE ON HOLLYWOOD														A	1.2	5	103	1282	671	700	176^	350^	467^	388^	534^	145^	291^	369^	369^	165^	48^	48^	LT	LT	
1 THU. 12.00M 31 ABC GV 49 52														B	1.3	6	112	896	439	498	198	304	280	225	361	118	229	222	209	105	LT	LT	LT	LT	
1 FRI. 12.01A 30																																			
2 M & TH 12.01A 30																																			
2 WED. 12.00M 30																																			
2 FRI. 12.06A 30																																			
FRIDAY NIGHT VIDEOS														A	4.1	18	352	1460	464	558	336^	455	299^	176^	679	490	646	459	175^	24^	191^	56^	32^	32^	
FRI. 12.30A 90 NBC PC 97 97														B	3.7	18	318	1322	563	627	382	513	318	189	452	261	355	280	147	75	169	53	74	31	
12.30 - 1.00														A	5.2	19	447	1427	551	642	366	510	302^	224^	608	410	557	401	183^	32^	140^	58^	37^	37^	
1.00 - 1.30														A	4.1	18	352	1457	406	529	322^	449	303^	162^	635	454	619	446	178^	16^	244^	70^	49^	49^	
1.30 - 2.00														A	3.1	17	266	1462	384^	436^	290^	352^	270^	105^	820	639	797	548	158^	23^	206^	34^	LT	LT	
G MICHAELS SPORTS MACHINE														A	1.8	6	155	781^	252^	297^	33^	84^	51^	51^	484^	213^	303^	264^	155^	181^	LT	LT	LT	LT	
SUN. 12.00M 15 NBC SC 50 51														B	1.6	6	137	948	329	404	140	190	183	134	469	166	315	276	236	134	47	LT	LT	LT	LT
HAPPY NEW YEAR, AMERICA(S)														A	6.5	19	558	2034	770	797	325^	541	431^	309^	634	284^	423^	327^	273^	173^	223^	186^	380^	290^	
1 TUE. 11.30P 120 CBS GV 97																																			
11.30 - 12.00														A	8.7	20	747	1940	640	668	210^	390	330^	268^	569	200^	336^	322^	284^	167^	271^	167^	432	386	
12.00 - 12.30														A	7.0	18	601	1895	810	832	409^	568	432^	239^	597	305^	369^	282^	210^	165^	192^	192^	274^	219^	
12.30 - 1.00														A	5.4	17	464	2123	949	949	403^	720	537^	402^	618	263^	431^	327^	270^	187^	198^	198^	358^	248^	
1.00 - 1.30														A	5.0	20	430	2214	727	783	307^	553^	478^	377^	793	408^	623	395^	332^	170^	189^	189^	449^	263^	
NEW YEAR'S ROCKIN EVE '86(S)														A	12.2	30	1048	2330	845	1046	494	797	617	419	796	347	645	559	377	144^	283	131^	205^	184^	
1 TUE. 11.30P 60 ABC PC 99																																			
11.30 - 12.00														A	12.9	30	1108	2222	830	1054	518	814	597	387	722	271	571	507	371	151^	262	109^	184^	166^	
12.00 - 12.30														A	11.6	31	996	2422	849	1024	460	767	632	453	867	426	722	615	378	131^	306	156^	225^	201^	
SAT NIGHT'S MAIN EVENT 3(S)														A	10.5	27	902	1818	506	534	230^	385	340	197^	851	347	676	654	471	122^	201^	90^	232^	201^	
1 SAT. 11.30P 83 NBC CV 99																																			
11.30 - 12.00														A	11.1	26	953	1921	563	595	288	409	356	204^	826	328	613	651	452	127^	220^	87^	280	249^	
12.00 - 12.30														A	10.6	28	911	1799	489	515	214^	373	322	187^	876	342	688	660	495	135^	185^	83^	223^	188^	
12.30 - 1.00														A	9.7	28	833	1671	446	473	171^	368	339	197^	839	378	744	642	461	95^	189^	97^	170^	148^	

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JAN. 1986 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)									
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL M.								
WEEKDAY DAYTIME CONT'D																																			
AS THE WORLD TURNS-CONT'D																																			
1	MTUHF	1.30P	60	CBS	DD	97	99	B	6.3	22	541	1184	791	144	884	216	404	362	402	420	204	39	79	75	97	108	40	25	56	20					
2	M-F	1.30P	60					A	7.4	22	636	1360	852	183	918	252	457	365	444	401	242	50	90	97	147	126	108	93	92	42					
		1.30 - 2.00						A	7.5	23	644	1377	844	157	915	252	447	372	438	392	243	53	96	94	141	122	124	93	95	53					
		2.00 - 2.30																																	
B. FORSYTH'S HOT STREAK																																			
2	M-F	11.00A	30	ABC	QP		154	A	2.0	8	172	1151	686	296	802	424	563	360	198	239	331	251	251	187	LT	80	LT	LT	LT	LT					
							74	B	2.0	8	172	1151	686	296	802	424	563	360	198	239	331	251	251	187	LT	80	LT	LT	LT	LT					
BODY LANGUAGE																																			
1	MTHF	4.00P	30	CBS	PV	66	90	A	2.1	6	180	2039	867	378	928	155	483	496	438	361	132	LT	94	94	94	38	294	233	685	589					
						49		B	1.8	6	155	1311	769	192	832	192	400	391	375	362	278	80	168	155	132	89	60	LT	141	81					
CAPITOL																																			
1	MTHF	2.30P	30	CBS	DD	71	195	A	5.9	19	507	1320	806	146	930	295	502	377	442	367	231	66	109	92	124	105	90	78	69	39					
2	M-F	2.30P	30			95	95	B	5.1	18	438	1147	756	156	875	235	445	377	424	373	175	47	93	74	86	72	44	27	53	20					
CBS EARLY MORNING NEWS																																			
	M-F	6.30A	30	CBS	N	75	137	A	1.2	13	103	1165	485	174	495	165	262	203	223	195	612	78	331	331	447	281	LT	LT	LT	LT					
						89	88	B	1.5	15	129	1135	527	204	549	93	236	258	272	265	533	118	221	250	268	272	LT	LT	LT	LT					
CBS MORNING NEWS 1																																			
	M-F	7.30A	30	CBS	N	75	199	A	2.7	15	232	1319	715	146	733	198	318	254	272	380	534	38	121	142	212	388	LT	LT	52	LT					
						99	99	B	2.9	14	249	1330	700	222	721	171	341	331	311	347	518	61	138	141	203	360	22	LT	69	37					
CBS MORNING NEWS 2																																			
	M-F	8.30A	30	CBS	N	75	199	A	3.4	14	292	1178	640	161	705	130	291	282	329	379	422	38	107	109	202	288	34	LT	17	LT					
						99	99	B	3.3	14	283	1187	669	141	724	130	281	292	318	391	397	65	127	129	159	244	20	LT	46	LT					
COTTON BOWL GAME(S)																																			
						205		A	12.7	24	1091	1527	512	166	524	128	218	217	234	255	813	214	466	430	431	277	96	54	94	35					
1 WED. 1.30P 214 CBS SE 99																																			
		1.30 - 2.00						A	12.3	24	1057	1681	654	212	674	186	334	321	298	301	693	135	387	368	393	266	160	142	154	63					
		2.00 - 2.30						A	12.6	25	1082	1548	537	166	537	123	232	251	228	262	834	210	506	445	435	275	83	66	94	18					
		2.30 - 3.00						A	13.6	27	1168	1461	467	132	475	108	180	210	209	243	849	252	523	422	425	276	57	43	80	23					
		3.00 - 3.30						A	13.5	26	1160	1453	459	103	466	94	173	184	212	256	786	222	469	419	416	260	123	69	78	18					
		3.30 - 4.00						A	11.2	21	962	1507	517	155	517	125	185	174	212	291	785	199	452	438	425	267	112	46	93	33					
		4.00 - 4.30						A	12.8	24	1100	1475	496	202	520	160	234	185	214	234	800	192	416	427	437	283	79	20	76	39					
		4.30 - 5.00						A	13.3	25	1142	1536	453	184	471	103	191	193	248	202	908	261	484	483	471	302	75	LT	82	36					
COTTON BOWL PARADE(S)																																			
1	WED.	10.00A	90	CBS	AC	204	99	A	13.1	30	1125	1730	697	230	734	189	329	313	290	362	514	78	199	248	261	266	121	28	361	230					
		10.00 - 10.30						A	11.0	28	945	1792	753	286	769	199	348	326	319	371	518	72	194	260	294	258	113	LT	392	238					
		10.30 - 11.00						A	14.5	33	1246	1660	665	235	679	159	304	291	282	357	497	75	190	224	246	273	176	77	308	187					
		11.00 - 11.30						A	13.8	28	1185	1750	684	185	760	210	338	327	275	357	527	81	212	261	254	266	73	LT	390	267					
DAYS OF OUR LIVES																																			
1	MTUHF	1.00P	60	NBC	DD	68	205	A	7.7	23	661	1368	754	192	860	302	482	413	338	339	302	116	158	106	108	121	89	73	117	46					
2	M-F	1.00P	60			99	99	B	6.6	22	567	1396	848	205	956	348	547	444	378	377	307	105	152	121	124	127	51	41	82	27					
		1.00 - 1.30						A	7.4	22	636	1358	755	187	858	298	475	406	332	342	300	112	158	105	108	123	86	77	114	43					
		1.30 - 2.00						A	7.9	24	679	1371	760	195	864	307	492	421	343	336	302	118	159	110	110	115	85	66	120	49					
FAMILY TIES M-F																																			
1	MTUHF	10.00A	30	NBC	CS	9	138	A	4.0	14	344	1427	573	171	704	276	430	373	282	204	227	117	146	107	53	70	158	90	338	226					
2	M-F	10.00A	30			85	84	B	4.0	14	344	1427	573	171	704	276	430	373	282	204	227	117	146	107	53	70	158	90	338	226					
FAMILY TIES M-F WED(B)																																			
1	WED.	10.00A	30	NBC	CS	109	67	A	4.1	11	352	2162	619	407	949	439	538	374	385	244	381	72	150	78	309	231	238	141	594	395					
FIESTA BOWL(S)																																			
1	WED.	1.30P	198	NBC	SE	207	99	A	14.7	28	1263	1712	440	188	483	132	228	207	224	235	1000	364	551	509	459	339	93	38	136	94					
CONT'D																																			

M-F	8.30A	30	ABC	N	99	99	B	5.3	23	455	1089	716	180	742	200	397	411	359	295	295	49	123	134	170	149	14	LT	38	LT			
GUIDING LIGHT							71	206	205	A	7.7	23	661	1386	785	140	906	255	468	374	432	376	201	54^	93^	78^	104	90^	184	127	95^	48^
1	MTHF	3.00P	60	CBS	DD	99	99	B	6.7	22	576	1238	763	163	874	229	447	387	422	373	199	56	101	81	89	83	109	71	56	30		
2	M-F	3.00P	60																													
	3.00 -	3.30						A	7.5	23	644	1360	796	145	917	260	472	374	437	381	191	49^	83^	72^	100^	90^	167	117	85^	42^		
	3.30 -	4.00						A	7.9	23	679	1386	772	129	884	245	456	371	423	367	205	57^	100	83^	107	87^	192	134	105	55^		
LOVING							69	182	184	A	4.4	14	378	1349	730	288	878	370	608	446	390	247	282	124^	139^	78^	77^	143^	67^	45^	122^	59^
1	MTUHF	12.30P	30	ABC	DD	92	92	B	4.1	15	352	1229	743	258	859	359	597	501	383	220	247	108	145	102	75	99	49	41	74	38		
2	M-F	12.30P	30																													
LOVING-SPECIAL(S)							152			A	5.2	10	447	1414	725	108v	794	450^	555^	366^	201^	211^	567^	421^	540^	119v	146v	27v	LT	LT	53v	LT
1	WED.	12.30P	30	ABC	DD	83																										
MAIN STREET-TUESDAY(S)							92			A	2.4	6	206	1519	694^	199v	791^	219v	398^	340^	329v	358^	442^	102v	185v	228v	126v	214v	174v	72v	112v	LT
2	TUE.	4.00P	60	NBC	CN	68		A	2.2	6	189	1460	650^	211v	735^	206v	333v	290v	291v	370^	397^	127v	175v	196v	69v	201v	185v	79v	143v	LT		
	4.00 -	4.30						A	2.7	6	232	1461	685^	177v	780^	210v	418^	350^	336^	331^	452^	78v	177v	237v	159v	215v	151v	56v	78v	LT		
	4.30 -	5.00																														
NBC NEWS AT SUNRISE							70	189	191	A	2.1	19	180	1267	683	306^	712	144^	339^	366	367	240^	449	166^	288^	333^	172^	116^	39v	39v	67v	27v
M-F	6.30A	30	NBC	N	98	98	B	2.3	18	198	1265	607	322	663	128	359	420	367	221	498	177	293	300	226	157	43	LT	61	31			
NBC NEWS DIGEST-DAYTIME							39	193	194	A	4.7	15	404	1188	771	188	869	280	478	418	342	373	219	57^	73^	48^	89^	114^	62^	44^	38v	LT
1	M & F	2.57P	1	NBC	N	96	96	B	4.3	15	369	1281	823	155	935	325	498	384	341	420	222	73	100	70	92	103	48	39	76	42		
2	MWF	2.57P	1																													
NEW CARD SHARKS							5	165		A	4.6	18	395	1367	813	149^	914	275^	438	394	460	383	326^	127^	181^	175^	146^	88^	LT	LT	127^	LT
2	M-F	10.30A	30	CBS	QP	80		B	4.6	18	395	1367	813	149	914	275	438	394	460	383	326	127	181	175	146	88	LT	LT	127	LT		
NEW LOVE AMERICAN STYLE							9	192	194	A	3.4	12	292	1260	641	216^	692	305	466	335	284	192^	284	150^	164^	113^	62^	99^	116^	41v	168^	75^
CONT'D																																

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JAN. 1986 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION														
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES														
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-HOUSE WOM.	WOMEN					MEN					TEENS (12-17)	CHILDREN (2-11)					
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11			
WEEKDAY DAYTIME CONT'D																														
ROSE BOWL GAME(S)-CONT'D																														
1 WED. 5.00 - 5.30 210 NBC SE 99																														
5.30 - 6.00																														
6.00 - 6.30																														
6.30 - 7.00																														
7.00 - 7.30																														
7.30 - 8.00																														
8.00 - 8.30																														
RYAN'S HOPE 69 168 170																														
1 MTUTHF 12.00N 30 ABC DD 90 91																														
2 M-F 12.00N 30																														
RYAN'S HOPE-SPECIAL(S) 147																														
1 WED. 12.00N 30 ABC DD 82																														
SALE OF THE CENTURY 67 153 154																														
1 MTUTHF 10.30A 30 NBC QG 83 84																														
2 M-F 10.30A 30																														
SALE OF-CENTURY WED(B) 107																														
1 WED. 10.30A 30 NBC QG 60																														
SANTA BARBARA 65 186 191																														
1 MTUTHF 3.00P 60 NBC DD 96 97																														
2 M-F 3.00P 60																														
3.00 - 3.30																														
3.30 - 4.00																														
SCRABBLE 67 199 196																														
1 MTUTHF 11.30A 30 NBC QG 98 97																														
2 M-F 11.30A 30																														
SEARCH FOR TOMORROW 68 148 150																														
1 MTUTHF 12.30P 30 NBC DD 77 78																														
2 M-F 12.30P 30																														
SUPER PASSWORD 68 144 143																														
1 MTUTHF 12.00N 30 NBC QG 72 72																														
2 M-F 12.00N 30																														
THREE'S A CROWD DAYTIME 69 156																														
1 MTUTHF 11.00A 30 ABC CS 76																														
THREE'S A CROWD-DAY SPEC(S) 141																														
1 WED. 11.00A 30 ABC CS 71																														
TODAY SHOW-7.30AM 70 204 203																														
M-F 7.30A 30 NBC N 99 99																														
TODAY SHOW-8.30AM 70 204 203																														
M-F 8.30A 30 NBC N 99 99																														
TOURNAMENT-ROSES PARADE(S) 204																														
1 WED. 11.30A 90 CBS AC 99																														
CONT'D																														

PROGRAM NAME										I/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11		
WEEKDAY DAYTIME CONT'D																																			
TOURNAMENT-ROSES P-CONT'D & 1.14P 16																																			
11.30 - 12.00													A	13.3	27	1142	2151	795	249	890	282	460	430	337	361	581	114	278	312	297	252	147	147	533	372
12.00 - 12.30													A	14.4	28	1237	2010	765	257	820	193	382	389	384	382	595	147	326	335	290	223	159	159	436	339
12.30 - 1.00													A	15.1	28	1297	1965	700	212	776	189	354	350	340	383	578	118	289	308	297	234	185	185	426	345
1.00 - 1.30													A	13.9	26	1194	1821	735	193	808	238	406	357	328	367	681	201	408	391	318	244	150	150	182	127
TOURNAMENT-ROSES PARADE-N(S) 205													A	15.7	31	1349	1733	629	219	690	103	264	281	374	376	657	179	349	331	312	258	83	40	303	223
1 WED. 11.00A 120 NBC AC 99																																			
& 1.21P 9																																			
11.00 - 11.30													A	12.5	27	1074	1797	674	300	736	125	325	324	398	355	573	145	311	307	266	234	122	35	366	258
11.30 - 12.00													A	16.4	33	1409	1745	632	244	686	82	241	286	395	380	628	138	319	307	314	272	56	21	375	286
12.00 - 12.30													A	17.0	33	1460	1632	572	181	619	59	212	250	354	369	645	168	336	329	317	249	85	51	283	208
12.30 - 1.00													A	17.4	32	1495	1803	644	185	724	142	286	280	353	389	729	244	404	360	319	262	93	55	257	191
1.00 - 1.30													A	14.8	28	1271	1531	615	161	652	99	236	248	366	366	711	196	373	342	377	277	63	42	105	71
\$25,000 PYRAMID 73 181 182													A	5.6	20	481	1243	684	131	805	208	366	306	378	403	248	70	124	111	128	99	25	10	165	73
1 MTU THF 10.00A 30 CBS QP 94 92													B	4.8	20	412	1229	715	154	811	185	372	338	385	403	286	69	157	159	155	100	24	LT	108	35
2 M-F 10.00A 30																																			
WHEEL OF FORTUNE 68 205 205													A	7.9	28	679	1373	677	177	796	251	369	288	239	400	312	107	131	100	92	172	98	71	167	86
1 MTU THF 11.00A 30 NBC QG 99 98													B	7.0	29	601	1301	743	133	850	223	355	301	295	454	278	74	97	83	83	168	55	34	118	42
2 M-F 11.00A 30																																			
YOUNG AND THE RESTLESS 72 202 207													A	9.2	29	790	1338	795	194	866	266	507	408	446	320	237	77	113	87	109	106	131	94	104	32
1 MTU THF 12.30P 60 CBS DD 98 99													B	7.8	29	670	1250	791	188	879	294	509	443	405	325	235	72	116	96	103	103	49	34	87	18
2 M-F 12.30P 60																																			
12.30 - 1.00													A	9.0	29	773	1342	788	185	859	260	501	409	445	321	240	76	112	85	111	110	135	97	108	32
1.00 - 1.30													A	9.4	29	807	1322	792	199	868	272	511	407	444	316	226	73	108	86	105	99	128	92	100	33
*WEEKEND DAYTIME																																			
ABC FUN FIT-8:25AM 10 204 203													A	2.1	13	180	1539	206	78	339	134	228	94	105	111	206	106	149	149	77	57	139	94	855	489
SAT. 8.25A 4 ABC CN 98 98													B	2.7	15	232	1471	215	111	272	131	187	144	98	71	200	84	128	128	66	68	111	39	888	554
ABC FUN FIT-10:55AM 10 197 197													A	3.8	12	326	1982	357	70	409	161	302	220	186	89	420	246	301	252	130	119	226	115	927	632
SAT. 10.55A 4 ABC CN 96 96													B	3.8	12	326	1865	245	119	321	155	234	190	121	78	371	223	296	211	96	75	355	125	818	469
ABC WEEKEND SPECIALS 16 184 192													A	5.5	16	472	1869	478	137	576	331	460	317	206	90	400	211	301	284	146	77	363	288	530	299
SAT. 12.00N 30 ABC FV 93 96													B	4.3	14	369	1760	414	148	475	258	353	295	153	99	324	189	243	194	104	75	310	191	651	434
ABC WIDE WORLD-SPORTS SAT 2 184													A	9.3	21	799	2094	609	262	639	195	369	373	314	243	835	353	540	582	308	214	187	63	433	305
2 SAT. 4.34P 86 ABC SA 96													B	6.7	15	576	1860	541	213	580	156	333	337	307	229	822	333	506	532	301	242	137	53	321	236
4.30 - 5.00													A	8.1	20	696	1941	598	209	631	216	383	414	303	217	821	374	533	586	317	193	123	39	366	240
5.00 - 5.30													A	9.4	22	807	2015	512	181	544	123	302	330	328	214	810	335	528	560	298	201	222	73	439	332
5.30 - 6.00													A	10.4	22	893	2239	694	366	719	242	412	381	302	282	854	354	549	594	305	233	199	70	467	322
AFC CHAMPIONSHIP GAME(S) 213													A	32.4	56	2783	1707	542	241	584	222	376	351	259	166	922	296	583	577	464	259	92	50	109	76
2 SUN. 4.00P 187 NBC SE 99																																			
4.00 - 4.30													A	26.6	51	2285	1640	505	235	523	210	359	335	239	128	917	302	579	587	449	253	107	45	93	63
4.30 - 5.00													A	31.2	59	2680	1653	491	204	522	205	344	328	231	135	925	286	585	583	479	256	112	47	94	54
5.00 - 5.30													A	32.6	59	2800	1668	496	222	520	223	370	339	244	138	936	301	596	587	478	262	89	49	93	63
5.30 - 6.00													A	33.2	57	2852	1694	509	226	567	221	372	340	253	156	935	305	584	569	455	276	91	45	101	69
6.00 - 6.30													A	35.4	56	3041	1757	593	264	634	221	388	376	292	198	914	286	580	571	464	257	87	55	122	91
6.30 - 7.00													A	35.4	55	3041	1778	604	276	646	230	386	372	277	210	925	290	580	578	475	258	87	59	120	90
7.00 - 7.30													A	31.8	49	2732	1860	676	307	727	292	461	429	312	218	826	290	515	517	383	238	88	53	219	165

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
																WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	TOTAL	WOMEN				
18- 34	18- 49	25- 54	35- 64	55+	18- 34	18- 49	25- 54	35- 64	55+																										
WEEKEND DAYTIME CONT'D																																			
AFC CHAMPIONSHIP POST(S)										211	A	24.4	38	2096	1858	684	306	733	293	471	442	316	213	781	273	483	481	370	227	107^	66^	237	169		
2 SUN. 7.07P 11 NBC SC										99																									
ALVIN AND THE CHIPMUNKS										16	172	176	A	7.0	21	601	1842	281	59^	372	197^	226	214^	81^	135^	388	326	326	172^	24^	62^	316	222^	766	396
SAT. 11.00A 30 NBC CA										81	84		B	7.5	25	644	1755	309	103	347	217	266	189	88	74	268	191	219	142	51	44	268	164	872	505
AMERICAN BANDSTAND										16	165	171	A	4.1	11	352	1685	655	273^	723	371^	541	431	295^	123^	381^	176^	321^	273^	193^	45^	246^	172^	335^	117^
SAT. 12.30P 60 ABC PC										81	85		B	2.7	8	232	1668	524	211	582	320	432	357	212	107	423	236	331	255	164	78	263	164	400	241
12.30 - 1.00													A	3.9	11	335	1639	597	268^	646	341^	490	387^	259^	111^	414	214^	342^	303^	191^	42^	253^	187^	326^	111^
1.00 - 1.30													A	4.3	12	369	1705	694	272^	781	391	575	464	322^	133^	346^	139^	300^	244^	193^	46^	236^	159^	342^	119^
ASTRO MINUTE-11.26AM										2	194	169	A	5.3	16	455	1857	296^	75^	340	161^	264^	195^	127^	76^	436	284^	315	247^	31^	121^	268^	21^	813	477
SAT. 11.26A 3 CBS CN										93	80		B	5.3	16	455	1857	296	75	340	161	264	195	127	76	436	284	315	247	31	121	268	21	813	477
BERENSTAIN BEARS										16	191	190	A	2.4	17	206	1320	180^	30^	180^	82^	111^	111^	64^	69^	111^	92^	92^	111^	LT	LT	150^	LT	879	525^
SAT. 8.00A 30 CBS CA										96	95		B	3.2	20	275	1736	231	116	259	139	203	170	92	47	191	78	116	108	69	68	214	75	1072	708
BUGS BUNNY/LOONEY TUNES-1										10	206	206	A	3.1	16	266	1609	125^	67^	207^	109^	177^	94^	68^	30^	391^	188^	233^	183^	45^	158^	180^	120^	831	516
SAT. 8.30A 30 ABC CA										99	99		B	3.6	17	309	1702	191	125	275	156	202	140	87	57	400	197	288	262	142	92	151	62	876	551
BUGS BUNNY/LOONEY TUNES-2										10	206	206	A	5.0	20	430	1870	219^	91^	352	159^	307^	221^	174^	19^	424	258^	321	284^	63^	103^	238^	120^	856	562
SAT. 9.00A 30 ABC CA										99	99		B	5.2	21	447	1699	232	98	292	146	219	154	115	65	425	247	327	255	125	83	228	91	754	468
CBS NCAA BASKETBALL-GM 2										1	176		A	4.2	11	361	1186	327^	125^	351^	LT	199^	199^	251^	152^	641^	170^	319^	307^	326^	272^	189^	92^	LT	LT
2 SAT. 4.00P 121 CBS SE										93			B	4.2	11	361	1186	327	125	351	LT	199	199	251	152	641	170	319	307	326	272	189	92	LT	LT
4.00 - 4.30													A	4.4	12	378	942	264^	130^	264^	LT	182^	182^	209^	82^	492^	71^	259^	264^	347^	175^	186^	130^	LT	LT
4.30 - 5.00													A	3.9	10	335	1057	239^	90^	239^	LT	135^	135^	167^	104^	603^	159^	304^	314^	351^	238^	215^	92^	LT	LT
5.00 - 5.30													A	3.9	10	335	1436	371^	138^	409^	LT	234^	234^	284^	175^	744^	221^	362^	341^	326^	340^	262^	146^	21^	21^
5.30 - 6.00													A	4.6	11	395	1258	408^	137^	466^	LT	233^	233^	324^	233^	699	223^	342^	303^	276^	322^	93^	LT	LT	LT
CBS NCAA BASKETBALL-SAT										4	193		A	4.9	14	421	1499	244^	62^	289^	112^	157^	90^	104^	132^	844	323^	544^	479^	473^	239^	217^	116^	149^	104^
2 SAT. 2.00P 120 CBS SE										97			B	5.1	14	438	1364	304	144	334	96	160	149	163	152	753	315	480	425	324	221	132	48	145	99
2.00 - 2.30													A	4.0	12	344	1317	192^	70^	255^	77^	116^	39^	91^	139^	736^	219^	457^	433^	517^	233^	172^	85^	154^	85^
2.30 - 3.00													A	4.7	14	404	1245	179^	65^	240^	80^	112^	32^	93^	128^	750	279^	492^	423^	471^	198^	146^	74^	109^	72^
3.00 - 3.30													A	5.0	15	430	1628	294^	70^	322^	115^	164^	125^	109^	158^	911	346^	568^	508^	472^	278^	208^	105^	187^	140^
3.30 - 4.00													A	5.8	16	498	1721	294^	47^	322^	160^	213^	143^	113^	109^	936	417^	627	528^	438^	241^	310^	178^	153^	118^
CBS NFC CHAMPIONSHIP PRE(S)										202			A	12.3	33	1057	1819	505	235^	567	189^	329	328	260	192^	906	405	635	547	393	221^	105^	37^	241^	121^
2 SUN. 12.00N 30 CBS SC										99																									
CBS NFC CHAMPIONSHIP GAME(S)										207			A	32.5	64	2792	1668	466	219	512	192	330	305	229	150	880	313	572	555	437	245	121	42^	155	100
2 SUN. 12.30P 190 CBS SE										99																									
12.30 - 1.00													A	24.6	56	2113	1745	495	234	537	215	345	302	225	157	899	362	602	555	425	239	114^	32^	195	115^
1.00 - 1.30													A	31.9	65	2740	1652	451	224	512	194	336	291	224	150	865	319	568	553	427	233	105	30^	170	104
1.30 - 2.00													A	35.0	68	3007	1687	462	226	521	206	341	295	222	152	889	304	565	548	462	258	107	36^	170	107
2.00 - 2.30													A	33.4	65	2869	1715	467	213	516	185	314	294	228	166	917	329	603	566	451	254	128	47^	154	97
2.30 - 3.00													A	34.7	66	2981	1657	457	205	497	179	315	305	227	149	880	301	563	557	440	250	130	47^	150	87^
3.00 - 3.30													A	35.1	65	3015	1583	463	215	492	181	329	318	232	137	847	292	545	548	419	237	127	51^	117	90
3.30 - 4.00													A	33.9	63	2912	1615	502	245	531	192	361	358	255	141	834	289	546	546	407	230	133	51^	117	92
CBS NFC CHAMPIONSHIP POST(S)										202			A	22.3	42	1916	1604	508	263	540	219	372	356	241	143	804	300	534	518	372	223	139^	57^	121^	91^
2 SUN. 3.40P 26 CBS SC										99																									
CBS NFL PLAYOFF PRE-SAT(S)										205			A	9.9	22	850	1572	428	176^	428	60^	237^	237^	254^	191^	858	320	641	615	437	176^	112^	98^	174^	127^
1 SAT. 3.30P 30 CBS SC										99																									

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME		WK #	DAY	START TIME	DUR	NET	T/C THIS SEASON	PROG. TYPE	NO. OF STATIONS & PROGRAM COVERAGE		WK 1	WK 2	K E Y	HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																			
														AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
																			TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TEENS (12-17)	CHILDREN (2-11)			
WEEKEND DAYTIME CONT'D																																				
GUMMI BEARS									16	191	198			A	4.5	23	387	1762	155^	93^	266^	73^	155^	155^	155^	111^	328^	157^	229^	188^	125^	99^	129^	113^	1039	607
SAT.		8.30A	30	NBC	CA				98	99			B	4.7	23	404	1724	193	62	234	108	158	114	90	70	164	65	103	96	66	47	158	68	1168	782	
IN THE NEWS-11.56AM									12	188				A	4.1	12	352	2136	449^	199^	466^	235^	340^	286^	105^	126^	334^	274^	274^	195^	LT	60^	192^	LT	1144	683^
1 SAT.		11.56A	3	CBS	CN				94				B	4.0	13	344	1868	382	174	458	288	355	224	120	95	291	198	250	198	74	26	333	88	786	493	
IN THE NEWS-11:56AM(B)										154				A	5.1	15	438	1358	134^	LT	134^	80^	80^	80^	54^	54^	479^	379^	420^	189^	41^	59^	411^	85^	334^	187^
2 SAT.		11.56A	3	CBS	CN					74																										
IN THE NEWS-12.56PM									11	165				A	5.0	12	430	2747	362^	LT	362^	178^	250^	135^	129^	112^	390^	283^	318^	189^	35^	72^	276^	182^	1719	1389
1 SAT.		12.56P	3	CBS	CN				87				B	4.0	12	344	1843	412	175	446	279	338	249	110	81	372	236	295	173	109	55	253	131	772	508	
IT'S PUNKY BREWSTER									16	198	200			A	8.3	27	713	1778	207	67^	299	164^	194	173^	76^	92^	332	254	273	124^	46^	59^	262	98^	885	476
SAT.		10.30A	30	NBC	CA				97	98			B	7.4	26	636	1658	300	117	340	221	274	186	89	51	202	134	157	99	45	40	223	133	893	497	
KIDD VIDEO									16	151	154			A	5.7	17	490	1469	359	17^	449	191^	272^	232^	137^	177^	241^	156^	156^	156^	40^	85^	293	240^	486	287
SAT.		11.30A	30	NBC	CA				76	79			B	5.8	19	498	1786	359	133	395	234	293	209	104	89	278	187	216	132	66	57	263	179	850	537	
LITTLES									15	199	201			A	5.4	16	464	1897	400	77^	462	267^	379	243^	159^	45^	376	229^	290^	235^	124^	67^	267^	166^	792	447
SAT.		11.30A	30	ABC	CA				96	96			B	4.5	15	387	1730	327	126	383	208	288	230	121	78	284	173	218	143	78	63	263	161	800	463	
MEET THE PRESS									14	157	151			A	2.4	6	206	1350	422^	87^	524^	204^	242^	107^	111^	282^	762	233^	501^	501^	335^	261^	LT	LT	54^	35^
SUN.		12.00N	30	NBC	CC				93	92			B	2.1	7	180	1317	533	205	573	139	226	225	229	307	586	161	289	287	245	280	45	LT	113	47	
MR. T									14		134			A	4.8	14	412	1728	497^	97^	633^	241^	419^	349^	195^	214^	271^	119^	161^	149^	42^	110^	LT	LT	824	470^
2 SAT. 12.00N 30 NBC CA 74 B 4.7 16 404 1754 357 135 391 231 298 224 100 81 209 142 167 103 39 41 234 106 920 534																																				
MONEY TOWN-CHAMPIONS(S)									167					A	3.8	11	326	1604	590^	186^	651^	133^	301^	301^	358^	350^	693^	217^	391^	404^	316^	262^	113^	36^	147^	43^
2 SAT.		1.00P	180	NBC	SE				90					A	3.6	11	309	1754	386^	133^	473^	136^	240^	240^	223^	233^	835^	356^	579^	608^	400^	123^	171^	64^	275^	143^
1.00 - 1.30														A	3.5	11	301	1631	516^	130^	592^	79^	265^	265^	363^	327^	664^	253^	421^	359^	245^	243^	155^	76^	220^	57^
1.30 - 2.00														A	3.6	11	309	1333	557^	191^	611^	78^	246^	246^	392^	365^	589^	104^	249^	249^	265^	340^	91^	16^	42^	LT
2.00 - 2.30														A	4.2	13	361	1623	630^	192^	685^	177^	344^	344^	374^	341^	733^	233^	410^	410^	291^	323^	82^	22^	123^	17^
2.30 - 3.00														A	4.1	12	352	1534	665^	233^	713^	152^	339^	339^	394^	374^	623^	153^	322^	370^	330^	253^	93^	19^	105^	26^
3.00 - 3.30														A	4.0	11	344	1640	719^	213^	771^	149^	335^	335^	381^	436^	656^	197^	348^	397^	331^	259^	87^	25^	126^	32^
3.30 - 4.00														A	5.7	22	490	1661	135^	17^	186^	125^	186^	116^	61^	LT	187^	148^	148^	74^	LT	39^	147^	32^	1141	747
MUPPET BABIES & MONSTERS									16	205	200			B	5.7	22	490	1888	293	107	335	191	272	215	106	55	176	91	134	117	60	36	241	87	1136	694
SAT.		9.00A	60	CBS	CA				99	98			A	5.2	21	447	1523	117^	18^	184^	148^	184^	97^	36^	LT	169^	136^	136^	67^	LT	33^	118^	22^	1052	651	
9.00 - 9.30													A	6.3	23	541	1747	149^	15^	187^	105^	187^	131^	82^	LT	198^	156^	156^	79^	LT	42^	168^	41^	1194	812	
9.30 - 10.00																																				
NFL '85-NBC									16	206	208			A	9.9	19	850	1655	490	250	563	240	378	394	232	137^	893	352	599	559	439	210	133^	20^	66^	29^
SUN.		3.30P	30	NBC	SC				99	99			B	5.6	16	481	1694	551	254	613	230	363	317	258	203	876	366	593	532	391	202	106	14	99	64	
NFL '85-NBC-SA(S)									212					A	7.6	23	653	1473	406^	164^	418	169^	241^	182^	149^	177^	460	196^	274^	274^	152^	186^	154^	76^	441	322^
1 SAT.		12.00N	30	NBC	SC				99																											
NFL PLAYOFF GAME-SAT(S)									212					A	20.7	47	1778	1688	468	205	498	166	284	245	221	180	844	281	529	517	408	249	179	76^	167	109^
1 SAT.		12.30P	177	NBC	SE				99																											
12.30 - 1.00														A	14.3	37	1228	1565	531	206^	540	141^	277	284	277	203^	715	225	429	419	329	255	132^	38^	178^	118^
1.00 - 1.30														A	18.8	45	1615	1705	461	186	482	155^	259	239	220	177	788	247	477	474	379	244	204	76^	231	175
1.30 - 2.00														A	20.2	46	1735	1699	444	177	464	158	251	224	199	175	829	257	498	503	402	261	204	77^	202	137^
2.00 - 2.30														A	22.0	48	1890	1772	472	212	509	200	312	246	201	174	886	292	567	550	438	246	204	80^	173	109^

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)						
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11					
WEEKEND DAYTIME CONT'D																																
NFL PLAYOFF POST-SAT.(S)						208		A	14.9	33	1280	1662	459 217	492	191^	305	248	196^	160^	861	299	502	499	413	269	163^	84^	146^	106^			
1 SAT. 3.27P 33 NBC SC						99																										
NFL PLAYOFF GAME-SUN(S)						211		A	25.3	44	2173	1752	526 255	568	221	352	342	251	175	986	331	641	622	548	261	116^	23^	82^	31^			
1 SUN. 4.00P 185 NBC SE						95																										
4.00 - 4.30								A	22.1	43	1898	1755	525 277	580	236	369	364	261	172	997	360	672	645	553	242	98^	LT	80^	22^			
4.30 - 5.00								A	24.1	45	2070	1755	531 279	574	242	367	360	244	172	1001	346	671	642	565	253	116^	11^	64^	17^			
5.00 - 5.30								A	25.6	47	2199	1739	521 266	553	221	339	325	233	176	1019	360	671	631	551	264	103^	25^	64^	22^			
5.30 - 6.00								A	24.1	43	2070	1717	530 258	553	220	330	325	234	178	996	357	633	608	529	270	107^	26^	61^	13^			
6.00 - 6.30								A	26.7	44	2294	1747	535 232	568	196	344	343	271	176	964	299	601	595	543	269	126	30^	89^	36^			
6.30 - 7.00								A	28.7	45	2465	1759	527 232	570	202	343	336	266	179	968	296	630	630	555	261	134	39^	87^	47^			
NFL PLAYOFF POST-SUN(S)						211		A	23.2	35	1993	1879	422 218	575	259	417	310	213	158	801	263	511	488	451	226	158	55^	345	202			
1 SUN. 7.05P 6 NBC SC						95																										
ONE TO GROW ON-8:28AM						16	189 194	A	4.0	26	344	1605	224^215^	293^	149^	215^	122^	104^	78^	390^	204^	353^	321^	149^	37^	78^	78^	844	515			
SAT. 8.28A 2 NBC CN						97 98		B	4.0	24	344	1638	179 72	219	119	155	97	61	60	187	82	131	126	77	38	153	68	1079	709			
ONE TO GROW ON-8:58AM						16	191 197	A	4.8	23	412	1684	120^ 78^	224^	45^	138^	138^	143^	86^	242^	130^	165^	133^	72^	77^	115^	102^	1103	619			
SAT. 8.58A 2 NBC CN						98 98		B	5.2	24	447	1758	220 61	258	120	176	126	105	72	160	67	100	93	59	46	177	69	1163	754			
ONE TO GROW ON-10:28AM						16	202 202	A	9.1	31	782	1841	284 140^	372	195	261	175	114^	94^	434	361	388	112^	60^	46^	273	122^	762	401			
SAT. 10.28A 2 NBC CN						99 99		B	8.2	29	704	1655	295 119	344	215	276	213	102	50	220	157	187	106	48	26	219	125	872	474			
ONE TO GROW ON-11:28AM						16	170 175	A	6.9	21	593	1718	271 36^	360	170^	204^	214^	82^	146^	351	284	284	157^	29^	67^	305	226^	702	365			
SAT. 11.28A 2 NBC CN						81 84		B	7.4	25	636	1718	295 100	339	210	258	183	86	73	256	176	206	134	54	43	277	167	846	510			
ONE TO GROW ON-11:58AM						16	149 153	A	5.7	17	490	1349	400 18^	490	208^	296	228^	158^	194^	243^	146^	146^	50^	97^	248^	208^	368	226^				
SAT. 11.58A 2 NBC CN						75 78		B	5.5	18	472	1741	366 128	400	235	299	209	111	90	294	199	226	125	74	64	255	159	792	501			
POLE POSITION						1	164	A	5.4	15	464	3241	492^127^	505^	178^	408^	314^	243^	97^	548^	402^	402^	217^	LT	146^	312^	150^	1876	1390			
1 SAT. 12.00N 30 CBS CA						83		B	5.4	15	464	3241	492 127	505	178	408	314	243	97	548	402	402	217	LT	146	312	150	1876	1390			
PRO BOWLERS TOUR						1	169	A	5.4	14	464	1388	474^179^	530^	139^	201^	235^	254^	295^	687	306^	403^	429^	226^	204^	99^	88^	72^	49^			
2 SAT. 3.00P 94 ABC SE						92		B	5.4	14	464	1388	474 179	530	139	201	235	254	295	687	306	403	429	226	204	99	88	72	49			
3.00 - 3.30								A	4.7	13	404	1290	257^176^	346^	LT	61^	86^	235^	260^	738	361^	495^	417^	223^	200^	154^	154^	52^	LT			
3.30 - 4.00								A	5.3	14	455	1044	321^183^	391^	LT	39^	81^	248^	310^	541^	172^	264^	272^	208^	205^	79^	79^	33^	33^			
4.00 - 4.30								A	6.2	16	533	1687	744 174^	764	346^	422^	459^	270^	305^	747	366^	435^	547^	231^	200^	80^	51^	96^	91^			
RICHIE RICH						2	194 169	A	5.3	16	455	1945	277^ 60^	305	157^	245^	177^	113^	60^	402	274^	303	216^	29^	99^	289^	20^	949	624			
SAT. 11.00A 30 CBS CA						93 80		B	5.3	16	455	1945	277 60	305	157	245	177	113	60	402	274	303	216	29	99	289	20	949	624			
ROCK N WRESTLING						13	203 180	A	5.5	18	472	2110	103^ 41^	106^	57^	57^	78^	32^	28^	399	235^	336	209^	101^	63^	335	87^	1270	968			
SAT. 10.00A 60 CBS CA						99 84		B	5.6	19	481	1941	270 96	299	159	214	175	103	68	258	117	187	159	101	56	369	148	1015	694			
10.00 - 10.30								A	5.4	18	464	2131	98^ 27^	88^	53^	53^	70^	17^	18^	378	218^	316	183^	98^	62^	383	141^	1282	954			
10.30 - 11.00								A	5.6	18	481	2071	117^ 51^	120^	62^	62^	85^	41^	35^	413	247^	350	229^	103^	63^	286	34^	1252	977			
SCOOBY'S MYSTERY FUNHOUSE						10	204 203	A	1.8	13	155	1658	188^ 91^	310^	122^	239^	117^	123^	71^	239^	97^	141^	141^	78^	98^	141^	77^	968	568^			
SAT. 8.00A 30 ABC CA						98 98		B	2.4	15	206	1500	227 107	285	142	195	156	93	75	209	80	123	123	67	81	105	35	901	565			
SMURFS I						16	202 203	A	5.9	25	507	1791	229^113^	325	169^	249^	222^	123^	76^	240^	120^	166^	125^	69^	74^	129^	95^	1097	632			
SAT. 9.00A 30 NBC CA						99 99		B	6.1	25	524	1661	263 77	307	184	235	174	96	60	203	105	140	113	57	55	193	89	958	583			
SMURFS II						16	202 203	A	7.2	27	618	1686	244 134^	347	148^	243	201^	150^	104^	288	126^	194^	150^	100^	94^	166^	117^	885	485			
SAT. 9.30A 30 NBC CA						99 99		B	7.5	28	644	1651	287 105	331	193	250	196	102	69	211	112	145	119	58	57	211	105	898	536			

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JAN. 1986 REPORT

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
															VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
															K E Y	AVG. AUD. % %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK- ING WOM.	WOMEN					MEN					TEENS (12-17)	
TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL 6-11																			
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2																									
WEEKEND DAYTIME CONT'D																																
SMURFS III						16	202	203	A	9.5	33	816	1892	266	129^	361	174	255	183	129^	91^	454	378	410	130^	63^	44^	285	118^	792	431	
SAT.		10.00A	30	NBC	CA	99	99	B	8.7	31	747	1673	300	117		348	211	278	214	107	54	228	157	189	107	52	32	223	126	874	490	
SNORKS						16	189	195	A	2.9	21	249	1631	245^	225^	314^	160^	225^	125^	101^	89^	458^	249^	381^	334^	132^	77^	80^	80^	779	458^	
SAT.		8.00A	30	NBC	CA	97	98	B	3.0	19	258	1605	182	68		217	117	149	92	59	63	194	80	124	121	76	49	146	60	1048	685	
SPIDERMAN AND FRIENDS						13		106	A	4.6	14	395	1848	524^	195^	716	235^	551^	551^	348^	165^	288^	96^	223^	223^	192^	65^	LT	LT	844	428^	
2 SAT.		12.30P	30	NBC	CA		59	B	4.2	13	361	1811	363	167		428	180	299	241	172	121	203	100	143	132	94	49	268	125	912	517	
SPORTSWORLD-SAT						1		184	A	5.9	14	507	1479	492^	97^	528	108^	250^	260^	229^	268^	680	186^	361^	379^	299^	278^	165^	97^	106^	79^	
2 SAT.		4.00P	180	NBC	SA		93	B	5.9	14	507	1479	492	97		528	108	250	260	229	268	680	186	361	379	299	278	165	97	106	79	
4.00 - 4.30									A	4.9	13	421	1195	452^	136^	490^	100^	202^	202^	181^	288^	507^	74^	197^	214^	207^	293^	146^	33^	52^	52^	
4.30 - 5.00									A	5.7	15	490	1339	500^	141^	529^	160^	273^	273^	166^	256^	507	108	247^	283^	242^	304^	112^	41^	111^	111^	
5.00 - 5.30									A	5.6	14	481	1405	490^	148^	529^	122^	286^	286^	225^	243^	562	156^	262^	268^	202^	269^	194^	102^	120^	120^	
5.30 - 6.00									A	6.0	14	515	1526	519	105^	558	62^	242^	250^	289^	308^	597	177^	307^	319^	227^	252^	239^	181^	132^	115^	
6.00 - 6.30									A	6.8	14	584	1666	530	34^	564	99^	269^	284^	270^	280^	868	288^	536	565	413^	280^	170^	120^	64^	LT	
6.30 - 7.00									A	6.4	13	550	1635	454^	40^	485	112^	232^	258^	219^	227^	883	273^	536	548	446^	275^	109^	86^	158^	91^	
SUNDAY MORNING						15	165	169	A	5.3	20	455	1316	656	265^	684	107^	250^	316	314	368	581	183^	332	331	213^	210^	36^	LT	15^	LT	
SUN.		9.00A	90	CBS	N		95	95	B	5.1	20	438	1316	629	243	695	134	302	313	345	332	478	135	256	261	201	189	29	LT	114	65	
9.00 - 9.30									A	4.1	19	352	1273	670	312^	704	121^	261^	324^	328^	380^	531	125^	231^	266^	199^	244^	23^	LT	15^	15^	
9.30 - 10.00									A	5.7	22	490	1335	645	248^	668	91^	242^	308	323	360	625	200^	379	378	237^	204^	28^	LT	14^	14^	
10.00 - 10.30									A	6.2	21	533	1306	647	246^	681	111^	243^	308	291	373	563	199^	348	327	200^	187^	46^	16^	16^	LT	
SUPERPOWERS TEAM						10	197	197	A	4.1	13	352	1943	324^	74^	375^	134^	280^	200^	189^	80^	373^	213^	268^	233^	129^	105^	232^	121^	963	650	

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. DEC. 30, 1985

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					26,630 31.0											
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					9,960 11.6	12.3*		12.8*		13.6*		12.0*		11.1*		10.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					19 12.4	20* 12.3		20* 12.7		20* 13.6		18* 13.1		18* 11.1		17* 10.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					22,420 26.1				22,160 25.8		21,390 24.9		23,790 27.7			
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					17,520 20.4	18.7*		22.1*		20,010 23.3		19,760 23.0		18,730 21.8	21.7*	21.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					31 17.6	29* 19.9		34* 21.6		35 22.7		35 23.9		38 22.8	37* 23.1	39* 21.5
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					19,590 22.8								11,340 13.2			
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					12,110 14.1	14.3*		13.7*		14.4*		14.1*		8.8	8.9*	8.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					22 14.0	22* 14.5		21* 13.9		22* 14.4		22* 15.0		15 9.6	15* 8.3	15* 8.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					15,200 17.7				19,670 22.9							
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					11,770 13.7	13.3*		14.1*		14,090 16.4		15.3*			17.2*	16.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					20 12.8	20* 13.7		21* 14.0		25 15.0		22* 15.5		24* 16.4	26* 17.0	27* 17.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					19,160 22.3				21,050 24.5		18,730 21.8		17,610 20.5			
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					15,380 17.9	17.7*		18.0*		18,550 21.6		17,180 20.0		14,690 17.1	17.1*	17.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					27 17.6	26* 17.9		27* 17.6		31 20.8		29 22.4		27 17.1	26* 17.1	27* 16.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					18,380 21.4				22,850 26.6							
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					14,430 16.8	16.7*		16.9*		14,860 17.3		16.1*		17.8*	17.8*	17.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					25 16.2	25* 17.2		25* 17.3		26 15.6		23* 16.5		26* 17.4	27* 18.2	28* 17.9
TV HOUSEHOLDS USING TV WK 1			60.5	61.9	62.0	62.9	64.0	64.9	65.4	65.4	65.5	66.9	66.1	63.9	59.4	58.1	56.6	54.6
(See Def. 1) WK 2			63.5	64.9	65.4	65.9	66.5	67.0	67.2	68.0	69.3	70.8	70.4	68.9	66.2	65.2	63.9	60.7

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE. MON. JAN. 6, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. DEC.31, 1985

W
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1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

 AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

					18,300 21.3		15,030 17.5		15,290 17.8				11,770 13.7			
					WHO'S THE BOSS? (R)		GROWING PAINS (R)		MOONLIGHTING (R)(SD)						SPENSER: FOR HIRE (R)	
					15,380 17.9		13,400 15.6		11,680 13.6				9,450 11.0		10,9* 22 *	11.1* 23 *
					31 17.1	18.6	16.0	15.1	13.8	14.0	13.7	13.0	10.9	11.0	11.2	10.9

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

 AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

					10,650 12.4				15,810 18.4							
							STIR CRAZY (SD)						CBS TUESDAY NIGHT MOVIES NIGHT SHIFT (R)(SD)			
					7,560 8.8	8.6*		8.9*	11.5 22	10.5* 19 *		11.2* 21 *		12.4* 25 *	12.0*	12.0*
					15 8.9	15 *	9.1	16 *	10.4	10.6	11.0	11.3	12.6	12.2	12.0	12.0

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

 AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

					16,060 18.7				12,890 15.0				10,740 12.5			
							ORANGE BOWL PARADE (SD)					A TEAM (R)			REMINGTON STEELE (R)	
					11,680 13.6	13.3*		13.9*	11.5 21	11.7* 21 *		11.2* 21 *		10.1 21	9.8* 20 *	10.3* 21 *
					24 13.4	23 *	13.8	25 *	11.9	11.5	11.3	11.2	9.6	10.0	10.3	10.4

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

 AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

							23,540 27.4		21,300 24.8		20,440 23.8				14,520 16.9	
							REAGAN NEWS CONF.-ABC (8:00-8:39PM) (SD)(-OP)		WHO'S THE BOSS? (8:39-9:09PM) (OP)(-OP)		GROWING PAINS (9:09-9:39PM) (OP)(-OP)		MOONLIGHTING (9:39-10:39PM) (R)(SD) (OP)(-OP)		SPENSER: FOR HIRE (10:39-11:39PM) (OP)(-OP)	
							20,010 23.3		18,470 21.5		14,350 16.7		17.1* 25 *		10,310 12.0	12.2* 21 *
							34 20.3	23.3	31 21.8	25 21.4	25 18.7	25 *	16.4	16.4	12.9	12.0

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

 AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

							7,470 8.7		20,870 24.3							
							REAGAN NEWS CONF.-CBS (8:00-8:41PM) (SD)(-OP)		BUGS BUNNY- AMERICAN HERO (8:41-9:00PM) (R)(SD)(-OP)							
							6,700 7.8		13,830 16.1		11.5* 17 *		16.1* 24 *		18.1* 28 *	18.6* 32 *
							11 7.9	7.8	25 10.2	24 *	12.9	14.9	17.2	17.9	18.3	18.6

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

 AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

							18,900 22.0				17,270 20.1				16,410 19.1	
							REAGAN NEWS CONF.-NBC (8:00-8:38PM) (SD)(-OP)				A TEAM (8:38-9:30PM) (SD)(OP)				RIPTIDE	REMINGTON STEELE (10:30-11:30PM) (-OP)
							14,000 16.3	15.5*		16.9* 24 *	15.0 22	14.6* 21 *		15.4* 23 *	14.4	13.9*
							23 15.5	22 *		22 *	14.2	14.9	15.7	15.1	13.4	14.4

TV HOUSEHOLDS USING TV	WK. 1	57.4	58.2	58.1	58.6	58.3	58.0	57.0	56.1	55.3	54.3	53.8	52.4	50.1	49.6	48.7	48.4
(See Def. 1)	WK. 2	63.4	64.5	64.2	65.5	67.0	68.2	69.1	69.6	69.2	69.6	68.8	67.6	65.6	64.8	60.3	56.7

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.TUE. JAN.7, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. JAN.1, 1986

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						20,440 23.8											
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						5,840 6.8	8.1*		7.4*		6.1*		5.6*		7.9*		7.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						10 7.8	12 *	8.1	10 *	6.0	8 *	5.9	8 *	6.6	11 *	8.9	11 *
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						20,870 24.3		18,470 21.5		31,100 36.2							
	CBS TV							MARY	HAPPY NEW YEAR, C. BROWN									
	AVERAGE AUDIENCE (Households (000) & %)						17,610 20.5		16,580 19.3		22,680 26.4	23.4*		26.0*		28.5*		28.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						29 19.7	21.3	27 18.9	19.6	38 22.5	32 *	25.6	36 *	26.4	42 *	28.1	44 *
WEEK 3	TOTAL AUDIENCE (Households (000) & %)								35,560 41.4									
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)								18,300 21.3	22.5*	23.3*		23.8*		19.6*		20.7*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %								33 21.7	32 *	32 *	23.8	33 *	23.8	20.9	28 *	19.2	31 *
WEEK 4	TOTAL AUDIENCE (Households (000) & %)						14,770 17.2				21,560 25.1				18,300 21.3			
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						10,740 12.5	11.4*		13.6*	18,120 21.1	20.5*		21.7*	14,520 16.9	17.3*		16.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						19 11.2	17 *	20 *	30 *	31 20.0	30 *	21.7	32 *	28 17.8	28 *	16.8	28 *
WEEK 5	TOTAL AUDIENCE (Households (000) & %)						14,690 17.1		12,460 14.5		19,590 22.8							
	CBS TV							MARY	FOLEY SQUARE (SUS-SD)									
	AVERAGE AUDIENCE (Households (000) & %)						12,710 14.8		11,340 13.2		12,370 14.4	14.8*		14.0*		14.7*		14.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						23 14.6	15.1	20 13.2	13.2	22 15.3	21 *	13.9	20 *	14.9	24 *	14.1	24 *
WEEK 6	TOTAL AUDIENCE (Households (000) & %)						24,400 28.4				20,870 24.3				17,270 20.1			
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						19,840 23.1	21.8*		24.4*	16,660 19.4	19.3*		19.5*	13,740 16.0	16.2*		15.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						35 20.9	33 *	36 *	24.4	28 19.1	28 *	19.9	29 *	26 16.5	26 *	15.8	27 *
TV HOUSEHOLDS USING TV		WK. 1	66.0	67.7	68.4	69.5	70.9	71.7	71.8	73.1	73.2	73.4	73.0	71.8	69.1	67.0	65.0	63.2
(See Def. 1)		WK. 2	61.4	63.3	63.0	63.7	65.3	66.0	67.0	68.0	68.8	69.0	68.6	68.1	63.7	61.3	59.8	57.9

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.WED. JAN.8, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. JAN.2, 1986

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					5,670 6.6				15,720 18.3				19,760 23.0			
	ABC TV					SHADOW CHASERS (R)				DYNASTY (SD)				11: COLBYS (SD)			
	AVERAGE AUDIENCE (Households (000) & %)					4,040 4.7	4.2*		5.2*	12,540 14.6	14.1*		15.2*	14,600 17.0	17.8*		16.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					7 4.6	6*	4.6	7*	21 13.6	20*	15.3	22*	28 17.6	28*	17.0	28*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					18,120 21.1				19,670 22.9				19,590 22.8			
	CBS TV					MAGNUM, P.I. (SD)				SIMON & SIMON (SD)				KNOTS LANDING			
	AVERAGE AUDIENCE (Households (000) & %)					14,000 16.3	15.6*		17.0*	15,810 18.4	17.8*		19.1*	16,920 19.7	19.5*		19.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					23 15.6	22*	17.0	24*	26 17.3	25*	18.9	28*	32 19.0	31*	20.1	33*
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					33,070 38.5		28,950 33.7		22,330 26.0		19,240 22.4		14,430 16.8			
	NBC TV					BILL COSBY SHOW				FAMILY TIES (SD)				CHEERS (R)			
	AVERAGE AUDIENCE (Households (000) & %)					30,580 35.6		26,890 31.3		19,760 23.0		17,010 19.8		11,170 13.0	13.2*		12.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					51 34.1	37.1	44 31.5	31.2	33 23.7	29 22.3	29 20.2	22*	21 13.5	21*	12.9	22*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					5,760 6.7				15,290 17.8				18,380 21.4			
	ABC TV					SHADOW CHASERS				DYNASTY (SD)				11: COLBYS (SD)			
	AVERAGE AUDIENCE (Households (000) & %)					4,040 4.7	4.5*		5.0*	12,030 14.0	13.0*		15.0*	14,170 16.5	16.6*		16.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					7 4.8	7*	4.6	7*	21 12.5	19*	14.4	22*	26 16.4	26*	17.0	27*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					17,870 20.8				17,780 20.7				21,300 24.8			
	CBS TV					MAGNUM, P.I. (SD)				SIMON & SIMON (R)(SD)				KNOTS LANDING			
	AVERAGE AUDIENCE (Households (000) & %)					13,660 15.9	14.8*		17.1*	14,350 16.7	16.4*		17.1*	18,470 21.5	21.8*		21.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					23 14.1	22*	17.2	25*	25 16.4	24*	16.8	25*	34 21.9	34*	21.6	34*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					34,700 40.4		29,890 34.8		22,850 26.6		20,270 23.6		17,520 20.4			
	NBC TV					BILL COSBY SHOW				FAMILY TIES (SD)				CHEERS (R)			
	AVERAGE AUDIENCE (Households (000) & %)					31,700 36.9		27,830 32.4		20,870 24.3		18,640 21.7		13,920 16.2	16.2*		16.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					54 35.4	38.4	48 32.8	32.0	36 24.9	32 23.7	32 21.6	25*	26 16.2	25*	16.3	26*
TV HOUSEHOLDS USING TV WK. 1		62.5	64.3	65.3	66.8	69.6	70.8	70.4	71.0	71.0	70.4	69.2	68.3	64.6	62.3	60.1	58.3
(See Def. 1) WK. 2		60.7	62.0	62.1	63.7	67.1	68.9	67.7	68.0	68.3	68.2	67.3	67.2	65.5	64.2	62.9	60.5

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.THU. JAN.9, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. JAN.3, 1986

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					16,580 19.3		15,200 17.7		12,460 14.5		11,000 12.8		6,440 7.5			
	ABC TV					WEBSTER (R)		MR. BELVEDERE (SD)		DIFF'RENT STROKES (R)		BENSON (SD)		OUR FAMILY HONOR			
	AVERAGE AUDIENCE (Households (000) & %)					13,920 16.2		13,830 16.1		10,740 12.5		9,790 11.4		4,640 5.4		5.8*	5.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					25 15.3	17.1	25 16.2	16.1	19 12.5	12.5	17 11.4	11.4	9 6.1	9*	5.6	5.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					16,840 19.6				21,560 25.1				18,640 21.7			
	CBS TV					TWILIGHT ZONE (SUS-SD)				DALLAS (SD)				FALCON CREST			
	AVERAGE AUDIENCE (Households (000) & %)					12,800 14.9	15.0*		14.8*	18,810 21.9	21.2*		22.5*	16,150 18.8	18.8*		18.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					23 15.1	23*	23*	23*	33 20.4	32*	34*	34*	31 18.9	30*	19.0	32*
W E E K 3	TOTAL AUDIENCE (Households (000) & %)					16,490 19.2				15,630 18.2				24,050 28.0			
	NBC TV					MISFITS OF SCIENCE (R)(SD)				KNIGHT RIDER				MIAMI VICE (R)			
	AVERAGE AUDIENCE (Households (000) & %)					11,600 13.5	13.2*		13.7*	12,630 14.7	13.9*		15.5*	19,500 22.7	22.8*		22.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					21 13.5	20*		21*	22 13.7	21*		23*	37 22.8	37*	22.6	38*
W E E K 4	TOTAL AUDIENCE (Households (000) & %)					18,210 21.2		16,320 19.0		13,830 16.1		11,170 13.0		9,360 10.9			
	ABC TV					WEBSTER		MR. BELVEDERE (SD)		DIFF'RENT STROKES		HE'S THE MAYOR (SD)		FALL GUY			
	AVERAGE AUDIENCE (Households (000) & %)					15,550 18.1		14,690 17.1		11,940 13.9		10,220 11.9		6,440 7.5		7.6*	7.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					29 17.4	18.8	27 17.6	16.7	21 13.7	21.4*	18 12.3	11.6	12 8.0	12*	7.4	12*
W E E K 5	TOTAL AUDIENCE (Households (000) & %)					16,060 18.7				22,080 25.7				17,870 20.8			
	CBS TV					TWILIGHT ZONE (R)(SUS-SD)				DALLAS (SD)				FALCON CREST			
	AVERAGE AUDIENCE (Households (000) & %)					11,000 12.8	12.2*		13.4*	18,980 22.1	21.4*		22.8*	15,720 18.3	18.4*		18.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					20 12.3	19*		21*	34 20.7	33*		35*	29 18.4	29*	18.5	30*
W E E K 6	TOTAL AUDIENCE (Households (000) & %)					14,430 16.8				15,460 18.0				24,910 29.0			
	NBC TV					MISFITS OF SCIENCE (SD)				KNIGHT RIDER (SD)				MIAMI VICE			
	AVERAGE AUDIENCE (Households (000) & %)					10,910 12.7	12.7*		12.7*	12,370 14.4	13.2*		15.6*	20,620 24.0	23.5*		24.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					20 12.8	20*		20*	22 13.0	20*		24*	38 23.3	37*	24.2	40*
TV HOUSEHOLDS USING TV		WK. 1	60.2	60.8	61.3	62.8	64.1	65.1	64.9	65.4	65.6	66.2	66.4	65.9	63.1	61.7	60.4
(See Def. 1)		WK. 2	58.7	60.1	60.0	61.3	62.0	63.2	63.3	64.2	64.6	66.0	66.2	65.2	63.6	63.2	62.3

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.FRI. JAN.10, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. JAN.4, 1986

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						12,110 14.1				17,350 20.2							
	ABC TV						FALL GUY (SD)						LOVE BOAT (R)(SD)					
	AVERAGE AUDIENCE (Households (000) & %)						9,280 10.8				10,310 12.0							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						17 10.2	10.4* 16 *		11.1* 17 *	19 9.8	9.9* 15 *	11.3* 18 *		13.1* 21 *		13.7	13.8* 23 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						25,000 29.1											
	CBS TV						CBS SATURDAY NIGHT MOVIE SUPERMAN (R)(SD)											
	AVERAGE AUDIENCE (Households (000) & %)						12,630 14.7	12.1* 19 *		14.0* 22 *	15.0* 23 *	16.0* 25 *		16.0* 26 *		15.2* 25 *		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						23.6 12.1	12.1	13.8	14.2	15.0	15.7	16.3	16.1	15.9	16.6	13.9	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						18,640 21.7		18,980 22.1		21,730 25.3		19,240 22.4		19,240 22.4			
	NBC TV						GIMME A BREAK		FACTS OF LIFE (R)(SD)		GOLDEN GIRLS (R)		227 (SD)	HUNTER				
	AVERAGE AUDIENCE (Households (000) & %)						16,410 19.1		16,920 19.7		19,410 22.6		17,010 19.8		14,690 17.1		16.7* 27 *	17.5* 29 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						30 18.3	19.8	31 19.0	20.4	35 22.3	31 22.8	31 20.1	28 19.6	28 16.3	27 *	17.4	17.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						13,310 15.5				10,480 12.2				12,970 15.1			
	ABC TV						HOLLYWOODS. PVT. HOME MOV. (R)(SD)				LADY BLUE (SD)			LOVE BOAT				
	AVERAGE AUDIENCE (Households (000) & %)						9,530 11.1	10.4* 17 *		11.7* 19 *	7,390 8.6	8.5* 13 *	8.8* 14 *	10,310 12.0	11.7* 20 *		12.3* 22 *	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						18 9.8	11.1	11.8	11.7	8.6	8.4	8.6	9.0	11.1	12.2	12.2	12.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						15,630 18.2				18,810 21.9							
	CBS TV						AIRWOLF (SD)				CBS SATURDAY NIGHT MOVIE STARK (R)(SD)							
	AVERAGE AUDIENCE (Households (000) & %)						11,510 13.4	13.3* 22 *		13.5* 22 *	11,680 13.6	12.4* 20 *	13.1* 21 *		14.4* 24 *		14.3* 25 *	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						22 13.5	13.1	13.4	13.7	22 12.6	20 *	21 *	13.2	14.3	14.1	14.5	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						16,320 19.0		16,580 19.3		22,590 26.3		20,700 24.1		18,040 21.0			
	NBC TV						GIMME A BREAK		FACTS OF LIFE (SD)		GOLDEN GIRLS		227	HUNTER				
	AVERAGE AUDIENCE (Households (000) & %)						13,830 16.1		15,030 17.5		20,620 24.0		18,730 21.8		13,570 15.8		16.1* 27 *	15.5* 27 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						27 15.8	16.5	28 16.8	18.2	38 23.0	35 25.0	35 21.8	27 16.6	27 *	15.6	15.7	15.4
TV HOUSEHOLDS USING TV		WK. 1	61.3	61.6	61.0	62.2	62.4	63.7	64.3	64.4	64.8	64.8	64.4	64.5	62.6	62.6	61.4	59.9
(See Def. 1)		WK. 2	55.3	57.3	57.4	58.8	59.6	60.3	61.4	62.9	63.0	63.4	62.8	62.2	60.1	58.9	57.3	56.4

U.S. TV Households: 85,900,000

(1) CBS NFL PLAYOFF GAME-SAT, DALLAS VS L.A. RAMS, CBS, (4:00-7:04PM)(S)

For explanation of symbols, See page A.

EVE.SAT. JAN.11, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. JAN.4, 1986

NIELSEN NATIONAL TV AUDIENCE ESTIMATES																		
TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			3,090 3.6														
	ABC TV			ABC WEEKEND REPORT- SAT.														
	AVERAGE AUDIENCE (Households (000) & %)			3,010 3.5														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			7 3.5														
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	
W E E K 3	TOTAL AUDIENCE (Households (000) & %)			14,600 17.0														
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)			9,020 10.5	11.1*			10.6*		9.7*								
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			27 11.2	26* 11.0		10.8	28* 10.4	9.8	28* 9.5								
W E E K 4	TOTAL AUDIENCE (Households (000) & %)			3,260 3.8														
	ABC TV			ABC WEEKEND REPORT- SAT.														
	AVERAGE AUDIENCE (Households (000) & %)			3,090 3.6														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			8 3.6														
W E E K 5	TOTAL AUDIENCE (Households (000) & %)																	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	
W E E K 6	TOTAL AUDIENCE (Households (000) & %)			11,080 12.9														
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)			6,270 7.3	8.2*			7.2*		6.1*								
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			21 8.4	21* 8.1		7.4	21* 6.9	6.2	21* 5.8								
TV HOUSEHOLDS USING TV (See Def. 1)		WK 1	56.4	51.4	44.8	41.7	39.2	37.6	35.1	32.3	27.7	25.3	21.1	18.8	16.4	14.6	12.9	11.9
		WK 2	51.7	47.2	41.5	38.3	35.0	33.2	29.6	26.5	23.9	21.3	18.7	16.6	14.1	13.0	12.3	11.5

U.S. TV Households: 85,900,000

For explanation of symbols, See page A

EVE.SAT. JAN.11, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. JAN.5, 1986

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{	14,170 16.5				14,690 17.1				23,360 27.2							
	ABC TV		RIPLEY'S BELIEVE IT-NOT (R)				MACGYVER (R)(SD)				ABC SUNDAY NIGHT MOVIE THE DEFIANT ONES (SD)							
	AVERAGE AUDIENCE (Households (000) & %)	{	9,020 10.5	9.8*		11.1*	11,080 12.9	12.0*		13.7*	16,320 19.0	18.0*		18.6*		19.4*	19.9*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	15 9.1	14*	10.5	16*	18 12.0	16*	12.0	18*	28 17.6	25*	18.6	26*	19.3	28*	31*	
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{	27,920 32.5				26,290 30.6				19,070 22.2				18,300 21.3			
	CBS TV		60 MINUTES				MURDER, SHE WROTE (SD)				CRAZY LIKE A FOX (SD)				TRAPPER JOHN, M.D.			
	AVERAGE AUDIENCE (Households (000) & %)	{	21,560 25.1	23.9*		26.3*	22,330 26.0	25.4*		26.5*	16,240 18.9	19.0*		18.9*	15,200 17.7	17.5*	18.0*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	37 21.3	35*	26.6	38*	35 25.2	35*	25.6	36*	27 18.7	27*	19.0	27*	27 17.4	26*	28*	
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{	12,280 14.3		14,430 16.8		19,760 23.0		17,950 20.9		26,110 30.4							
	NBC TV		PUNKY BREWSTER (7:11-7:30PM) (OP)(S)(SD)		SILVER SPOONS		AMAZING STORIES		ALFRED HITCHCOCK PRESENTS (SD)		NBC SUNDAY NIGHT MOVIE BLACKIE'S MAGIC							
	AVERAGE AUDIENCE (Households (000) & %)	{	11,250 13.1		12,540 14.6		17,950 20.9		16,580 19.3		18,730 21.8	22.5*		21.7*		22.1*	20.9*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	19 14.2	12.8	21 13.8	15.3	29 19.9	21.8	26 19.6	19.1	32 22.4	31*	21.8	31*	22.2	32*	33*	
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{	17,440 20.3						23,790 27.7									
	ABC TV		RIPLEY'S BELIEVE IT-NOT (R)				ABC SUNDAY NIGHT MOVIE DIAMONDS ARE FOREVER (8:30-10:57PM) (R)(SD)											
	AVERAGE AUDIENCE (Households (000) & %)	{	9,020 10.5	10.0*		11.6*		10.0*	13,400 15.6	10.3*		16.6*		17.2*		17.5*	16.6*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	15 8.8	15*	11.8	17*	10.4	14*	23 9.9	14*	16.1	24*	17.1	25*	17.8	27*	27*	
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{	27,830 32.4				28,860 33.6				28,950 33.7							
	CBS TV		60 MINUTES				MURDER, SHE WROTE (SD)				CBS SUNDAY NIGHT MOVIE ROCKABYE (SD)							
	AVERAGE AUDIENCE (Households (000) & %)	{	20,960 24.4	22.2*		26.6*	24,480 28.5	27.4*		29.5*	21,730 25.3	23.9*		24.9*		25.9*	26.3*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	36 19.6	33*	26.4	39*	40 26.6	39*	28.2	41*	38 23.8	34*	24.6	37*	25.9	40*	43*	
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{	21,130 24.6	14,170 16.5		11,510 13.4	16,580 19.3		14,000 16.3		15,460 18.0							
	NBC TV		(1) PUNKY BREWSTER (7:18-7:48PM) (OP)(-OP)		(2) AMAZING STORIES		ALFRED HITCHCOCK PRESENTS (SD)		NBC SUNDAY NIGHT MOVIE FATAL VISION, PART 1 (R)(SD)									
	AVERAGE AUDIENCE (Households (000) & %)	{	20,960 24.4	11,850 13.8		11,770 13.7	14,430 16.8		12,630 14.7		9,790 11.4	11.7*		11.2*		11.6*	10.9*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	38 25.3	20 13.8	13.8	20 13.7	24 16.4	17.1	21 14.8	14.6	17 11.8	17*	11.4	16*	11.6	18*	18*	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	67.7	68.3	68.6	69.5	71.7	73.9	74.6	74.1	71.5	71.6	70.9	70.3	68.8	67.4	65.9	62.6
		WK. 2	68.0	67.4	67.7	68.2	69.3	70.6	71.1	71.2	69.5	69.5	68.8	67.7	65.7	64.4	62.4	60.0

U.S. TV Households: 85,900,000

(1)AFC CHAMPIONSHIP POST,NBC,(7:07-7:18PM)(S)

(2)SILVER SPOONS,NBC,(7:48-8:00PM)

For explanation of symbols, See page A.

EVE.SUN. JAN.12, 1986

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		3,690 4.3													
	ABC TV			ABC WEEKEND REPORT- SUN.													
	AVERAGE AUDIENCE (Households (000) & %)	{		3,440 4.0													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		16 4.0													
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		4,380 5.1													
	CBS TV			CBS SUNDAY NEWS- OSGOOD													
	AVERAGE AUDIENCE (Households (000) & %)	{		4,300 5.0													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		11 5.0													
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{		2,060 2.4													
	NBC TV			G MICHAELS SPORTS MACHINE													
	AVERAGE AUDIENCE (Households (000) & %)	{		1,800 2.1													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		7 2.1													
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{		3,610 4.2													
	ABC TV			ABC WEEKEND REPORT- SUN.													
	AVERAGE AUDIENCE (Households (000) & %)	{		3,610 4.2													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		17 4.2													
E E K 5	TOTAL AUDIENCE (Households (000) & %)	{		6,010 7.0													
	CBS TV			CBS SUNDAY NEWS- OSGOOD													
	AVERAGE AUDIENCE (Households (000) & %)	{		5,580 6.5													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		13 6.5													
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{		1,460 1.7													
	NBC TV			G MICHAELS SPORTS MACHINE													
	AVERAGE AUDIENCE (Households (000) & %)	{		1,290 1.5													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		5 1.5													
TV HOUSEHOLDS USING TV		WK 1	51.4	44.2	35.7	31.7	27.1	25.2	23.0	21.0	17.7	15.2	12.3	11.1	9.9	8.8	8.0
(See Def. 1)		WK 2	50.1	43.6	35.3	30.7	26.1	23.7	20.3	18.4	15.9	14.2	11.7	10.3	8.8	8.1	7.4
U.S. TV Households:			85,900,000														

For explanation of symbols, See page A.

EVE.SUN. JAN.12, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. DEC.30, 1985-JAN.3, 1986

		NATIONAL TV AUDIENCE																
TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)			4,120 4.8				5,330 6.2										
	GOOD MORNING, AMERICA-730 (CO-OP)			(PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP)										
	AVERAGE AUDIENCE (Households (000) & %)			3,260 3.8				4,380 5.1										
	SHARE OF AUDIENCE %			22				20										
WEEK 2	TOTAL AUDIENCE (Households (000) & %)			2,750 3.2				3,870 4.5						6,180 7.2		4,980 5.8		
	CBS MORNING NEWS 1							CBS MORNING NEWS 2						\$25,000 PYRAMID (MTUHF)(S)(OP)		PRESS YOUR LUCK (MTUHF)(S)(OP)		
	AVERAGE AUDIENCE (Households (000) & %)			2,230 2.6				2,920 3.4						5,150 6.0		4,380 5.1		
	SHARE OF AUDIENCE %			15				13						20		17		
WEEK 3	TOTAL AUDIENCE (Households (000) & %)			4,210 4.9				5,330 6.2						4,900 5.7		4,810 5.6		
	TODAY SHOW-7.30AM (CO-OP)			(PARTICIPATING)				TODAY SHOW-8.30AM (CO-OP)						FAMILY TIES M-F (MTUHF)(OP)		SALE OF THE CENTURY (MTUHF)(OP)		
	AVERAGE AUDIENCE (Households (000) & %)			3,350 3.9				4,380 5.1						3,950 4.6		4,210 4.9		
	SHARE OF AUDIENCE %			23				21						15		16		
WEEK 4	TOTAL AUDIENCE (Households (000) & %)			4,980 5.8				5,410 6.3										
	GOOD MORNING, AMERICA-730 (CO-OP)			(PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP)										
	AVERAGE AUDIENCE (Households (000) & %)			3,870 4.5				4,380 5.1										
	SHARE OF AUDIENCE %			21				21										
WEEK 5	TOTAL AUDIENCE (Households (000) & %)			3,090 3.6				3,610 4.2						5,330 6.2		4,720 5.5		
	CBS MORNING NEWS 1							CBS MORNING NEWS 2						\$25,000 PYRAMID		NEW CARD SHARKS		
	AVERAGE AUDIENCE (Households (000) & %)			2,410 2.8				2,920 3.4						4,470 5.2		3,950 4.6		
	SHARE OF AUDIENCE %			14				14						20		18		
WEEK 6	TOTAL AUDIENCE (Households (000) & %)			5,670 6.6				5,930 6.9						3,690 4.3		4,470 5.2		
	TODAY SHOW-7.30AM (CO-OP)			(PARTICIPATING)				TODAY SHOW-8.30AM (CO-OP)						FAMILY TIES M-F		SALE OF THE CENTURY		
	AVERAGE AUDIENCE (Households (000) & %)			4,550 5.3				5,070 5.9						3,010 3.5		3,870 4.5		
	SHARE OF AUDIENCE %			25				24						14		17		
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	10.0	11.6	13.4	15.3	17.7	19.6	21.5	23.9	25.6	27.2	28.6	29.9	31.4	32.4	32.2	32.9
		WK. 2	14.0	15.9	17.5	19.5	21.3	23.0	23.5	24.0	24.6	25.5	25.3	25.3	25.2	25.7	25.5	25.7

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY MON.-FRI. JAN.6-10, 1986

NIELSEN NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. DEC.30, 1985-JAN.3, 1986

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 3,610 4.2		4,380 5.1		3,950 4.6		4,550 5.3		10,050 11.7				9,530 11.1			
	ABC TV	THREE'S A CROWD DAYTIME (MTUHF) (S)(OP)		NEW LOVE AMERICAN STYLE (MTUHF) (S)(OP)		RYAN'S HOPE (MTUHF) (S)(OP)		LOVING (MTUHF) (S)(OP)		ALL MY CHILDREN (MTUHF)(SUS-OP) (S)(OP)				ONE LIFE TO LIVE (MTUHF)(S)(OP)(SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,920 3.4		3,610 4.2		3,260 3.8		3,870 4.5		7,730 9.0				7,300 8.5			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 11 3.4	3.4	14 4.2	4.1	12 3.7	3.8	14 4.4	4.7	26 8.0	8.4* 24 *	9.5	9.5	26 8.2	8.2*	8.6	8.8* 27 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 7,470 8.7		9,280 10.8				10,820 12.6					8,420 9.8			5,840 6.8	
	CBS TV	PRICE IS RIGHT 1 (MTUHF) (S)(OP)		PRICE IS RIGHT 2 (MTUHF)(S)(OP)(SD)		(S)(OP)		YOUNG AND THE RESTLESS (MTUHF)(S)(OP)(SUS-OP)		AS THE WORLD TURNS (MTUHF)(S)(OP)				CAPITOL (MTUHF) (S)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,530 7.6		8,070 9.4				8,070 9.4	9.2*		9.6*	7.6	7.6*			5,150 6.0	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 25 7.4	7.8	30 9.1	9.7			28 9.1	28 *	9.6	29 *	22	22 *	7.6	7.6	6.1	6.0
W E K 3	TOTAL AUDIENCE (Households (000) & %)	{ 8,070 9.4		6,100 7.1		4,380 5.1		2,920 3.4		8,680 10.1				6,270 7.3			
	NBC TV	WHEEL OF FORTUNE (MTUHF) (S)(OP)		SCRABBLE (MTUHF) (S)(OP)		SUPER PASSWORD (MTUHF)(S)(OP)		SEARCH FOR TOMORROW (MTUHF) (S)(OP)		DAYS OF OUR LIVES (MTUHF)(SUS-OP) (S)(OP)				ANOTHER WORLD (MTUHF)(S)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,960 8.1		5,240 6.1		3,690 4.3		2,410 2.8		6,790 7.9				4,980 5.8			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 27 8.0	8.2	20 5.9	6.3	13 4.3	4.4	8 2.8	2.9	23 7.5	7.6* 22 *	8.3	8.2*	17 5.8	5.8*	5.8	5.8* 18 *
W E K 4	TOTAL AUDIENCE (Households (000) & %)	{ 2,060 2.4		2,920 3.4		3,350 3.9		4,300 5.0		9,190 10.7				9,190 10.7			
	ABC TV	B. FORSYTH'S HOT STREAK		NEW LOVE AMERICAN STYLE		RYAN'S HOPE		LOVING		ALL MY CHILDREN				ONE LIFE TO LIVE (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{ 1,720 2.0		2,410 2.8		2,830 3.3		3,780 4.4		7,220 8.4				7,040 8.2			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 8 2.1	1.9	10 2.8	2.8	11 3.2	3.5	14 4.2	4.5	26 7.6	7.9* 24 *	8.7	8.8*	26 7.9	7.9*	8.4	8.5* 28 *
W E K 5	TOTAL AUDIENCE (Households (000) & %)	{ 6,870 8.0		8,760 10.2				10,050 11.7					7,990 9.3			5,580 6.5	
	CBS TV	PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)				YOUNG AND THE RESTLESS		AS THE WORLD TURNS				CAPITOL			
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,100 7.1		7,650 8.9				7,730 9.0	8.9*		9.2*	7.4	7.3*			4,980 5.8	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 27 6.8	7.4	33 8.7	9.2			30 8.8	30 *	9.2	30 *	23	23 *	7.5	7.4	5.7	5.8
W E K 6	TOTAL AUDIENCE (Households (000) & %)	{ 7,560 8.8		5,580 6.5		3,950 4.6		3,010 3.5		7,990 9.3				5,760 6.7			
	NBC TV	WHEEL OF FORTUNE		SCRABBLE		SUPER PASSWORD		SEARCH FOR TOMORROW		DAYS OF OUR LIVES				ANOTHER WORLD (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,610 7.7		4,980 5.8		3,440 4.0		2,580 3.0		6,440 7.5				4,550 5.3			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 29 7.6	7.8	22 5.7	5.9	14 3.9	4.0	10 3.0	3.0	23 7.2	7.3* 22 *	7.8	7.7*	17 5.5	5.4*	5.3	5.2* 17 *
TV HOUSEHOLDS USING TV WK. 1		33.8	34.7	34.8	36.0	36.9	37.5	37.4	37.7	37.9	37.7	37.3	37.0	36.5	36.9	36.3	36.9
(See Def. 1) WK. 2		26.3	26.8	27.0	28.2	30.1	30.9	30.9	31.4	31.8	32.4	32.1	32.0	31.5	31.7	31.1	31.5

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY MON.-FRI. JAN.6-10, 1986

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	11,000 12.8															12,030 14.0
	ABC TV		GENERAL HOSPITAL (MTUHF) (S)(OP)															ABC WORLD NEWS TONIGHT
	AVERAGE AUDIENCE (Households (000) & %)	{	8,420 9.8															10,390 12.1
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	28 9.7	9.8* 9.9			9.9* 10.0	28* 9.9									20 11.9	12.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	8,250 9.6				2,230 2.6											13,660 15.9
	CBS TV		GUIDING LIGHT (MTHF)(SD) (SUS-SD) (S)(OP)															CBS EVENING NEWS- RATHER
	AVERAGE AUDIENCE (Households (000) & %)	{	7,040 8.2				1,800 2.1											12,030 14.0
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	24 7.9	8.0* 8.2			2.1 2.0	23* 8.1	6 2.2								23 13.9	14.2
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	5,580 6.5															12,370 14.4
	NBC TV		SANTA BARBARA (MTUHF) (S)(OP)															NBC NIGHTLY NEWS (MTUHF)(S)(OP)
	AVERAGE AUDIENCE (Households (000) & %)	{	4,120 4.8															11,080 12.9
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	14 4.5	4.6* 4.7			4.9* 5.0	14* 4.8									22 12.7	13.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	10,570 12.3															12,110 14.1
	ABC TV		GENERAL HOSPITAL															ABC WORLD NEWS TONIGHT
	AVERAGE AUDIENCE (Households (000) & %)	{	8,420 9.8															10,570 12.3
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	29 9.4	9.5* 9.7			10.1* 10.1	29* 10.0									21 12.2	12.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	7,990 9.3				2,060 2.4											14,000 16.3
	CBS TV		GUIDING LIGHT (SD)(SUS-SD)															CBS EVENING NEWS- RATHER
	AVERAGE AUDIENCE (Households (000) & %)	{	6,360 7.4				1,720 2.0											12,370 14.4
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	22 7.1	7.2* 7.4			2.0 2.0	22* 7.8	6 2.0								24 14.1	14.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,720 5.5															12,200 14.2
	NBC TV		SANTA BARBARA															NBC NIGHTLY NEWS
	AVERAGE AUDIENCE (Households (000) & %)	{	3,610 4.2															10,740 12.5
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	13 4.0	3.9* 3.9			4.5* 4.6	13* 4.3									21 12.4	12.6
TV HOUSEHOLDS USING TV WK. 1			37.8	39.0	39.6	39.8	39.6	41.0	42.4	44.4	46.4	49.0	51.1	53.3	56.2	58.3	59.7	60.7
(See Def. 1) WK. 2			32.2	33.9	34.9	35.9	36.0	37.7	39.8	42.1	44.4	46.7	48.7	51.2	54.5	57.1	58.7	60.0

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JAN. 4, 1986

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					1,890 2.2		3,090 3.6		5,070 5.9		4,040 4.7		3,610 4.2		4,040 4.7	
	ABC TV					SCOOBY'S MYSTERY FUNHOUSE (SD)		BUGS BUNNY/ LOONEY TUNES-1		BUGS BUNNY/ LOONEY TUNES-2		EWOKS		DROIDS: ADVENTURES		SUPERPOWERS TEAM (SD)	
	AVERAGE AUDIENCE (Households (000) & %)					1,460 1.7		2,320 2.7		4,040 4.7		3,350 3.9		3,180 3.7		3,260 3.8	
	SHARE OF AUDIENCE %					14		15		21		15		13		12	
	AVG. AUD. BY ¼ HR.					1.5	1.9	2.1	3.2	4.6	4.9	4.2	3.6	3.6	3.8	3.6	4.0
E E K 2	TOTAL AUDIENCE (Households (000) & %)					2,320 2.7		2,750 3.2		6,870 8.0				6,960 8.1			
	CBS TV					BERENSTAIN BEARS (SUS-SD)		WUZZLES (SUS-SD)		MUPPET BABIES & MONSTERS				ROCK N WRESTLING			
	AVERAGE AUDIENCE (Households (000) & %)					1,550 1.8		2,320 2.7		4,470 5.2				4,640 5.4			
	SHARE OF AUDIENCE %					15		15		21	4.6*		5.8*	18	5.3*		5.5*
	AVG. AUD. BY ¼ HR.					1.6	2.1	2.5	3.0	4.3	4.9	5.4	6.2	5.3	5.2		5.4
E E K 3	TOTAL AUDIENCE (Households (000) & %)					2,490 2.9		3,870 4.5		5,410 6.3		7,040 8.2		9,190 10.7		8,330 9.7	
	NBC TV					SNORKS (SD)		GUMMI BEARS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		IT'S PUNKY BREWSTER	
	AVERAGE AUDIENCE (Households (000) & %)					1,980 2.3		3,260 3.8		4,380 5.1		5,840 6.8		7,990 9.3		7,220 8.4	
	SHARE OF AUDIENCE %					21		23		24		28		34		28	
	AVG. AUD. BY ¼ HR.					2.0	2.7	3.6	4.0	4.5	5.7	6.3	7.3	9.2	9.4	8.2	8.5

W E E K 2	TOTAL AUDIENCE (Households (000) & %)					2,150 2.5		4,210 4.9		5,670 6.6		4,900 5.7		4,470 5.2		4,380 5.1	
	ABC TV					SCOOBY'S MYSTERY FUNHOUSE (SD)		BUGS BUNNY/ LOONEY TUNES-1		BUGS BUNNY/ LOONEY TUNES-2		EWOKS		DROIDS: ADVENTURES		SUPERPOWERS TEAM (SD)	
	AVERAGE AUDIENCE (Households (000) & %)					1,550 1.8		3,010 3.5		4,550 5.3		4,040 4.7		3,520 4.1		3,690 4.3	
	SHARE OF AUDIENCE %					11		16		20		16		13		14	
	AVG. AUD. BY ¼ HR.					1.4	2.1	3.1	4.0	5.0	5.7	4.8	4.6	4.1	4.1	4.3	4.4
E E K 3	TOTAL AUDIENCE (Households (000) & %)					3,180 3.7		4,210 4.9		7,650 8.9				7,300 8.5			
	CBS TV					BERENSTAIN BEARS (SUS-SD)		WUZZLES (SUS-SD)		MUPPET BABIES & MONSTERS				ROCK N WRESTLING			
	AVERAGE AUDIENCE (Households (000) & %)					2,580 3.0		3,610 4.2		5,330 6.2	5.7*		6.7*	4,810 5.6	5.5*		5.7*
	SHARE OF AUDIENCE %					19		19		23	22 *		24 *	18	18 *		19 *
	AVG. AUD. BY ¼ HR.					2.7	3.4	3.9	4.4	5.5	6.0	6.6	6.8	5.6	5.5	5.8	5.6
E E K 4	TOTAL AUDIENCE (Households (000) & %)					3,610 4.2		5,330 6.2		6,530 7.6		7,650 8.9		9,790 11.4		7,820 9.1	
	NBC TV					SNORKS (SD)		GUMMI BEARS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		IT'S PUNKY BREWSTER	
	AVERAGE AUDIENCE (Households (000) & %)					3,010 3.5		4,470 5.2		5,760 6.7		6,440 7.5		8,250 9.6		6,960 8.1	
	SHARE OF AUDIENCE %					22		24		26		26		31		26	
	AVG. AUD. BY ¼ HR.					3.3	3.8	5.0	5.5	6.4	7.0	7.4	7.6	9.2	9.9	8.1	8.0
TV HOUSEHOLDS USING TV WK 1		7.4	8.4	9.4	10.4	12.1	15.0	18.1	21.6	23.6	26.1	27.4	28.5	30.2	32.0	32.6	33.4
(See Def. 1)		8.0	9.9	11.7	14.2	16.7	19.4	22.1	23.6	25.8	27.4	28.2	28.9	30.7	31.8	31.3	31.2

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY SAT. JAN. 11, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JAN. 4, 1986

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	3,950 4.6		4,300 5.0		4,900 5.7		4,980 5.8								
	ABC TV		13 GHOSTS OF SCOOBY-DOO		LITTLES		ABC WEEKEND SPECIALS COUGAR PT.2		AMERICAN BANDSTAND								
	AVERAGE AUDIENCE (Households (000) & %)	{	3,350 3.9		3,780 4.4		3,950 4.6		3,090 3.6		3.4*		3.8*				
	SHARE OF AUDIENCE %		12		13		13		9		8 *		9 *				
	AVG. AUD. BY ¼ HR.	%	3.7	4.0	4.2	4.5	4.2	4.9	3.4	3.3		3.5	4.0				
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,410 6.3		5,150 6.0		5,580 6.5		5,500 6.4								
	CBS TV		RICHIE RICH (SD)		DUNGEONS AND DRAGONS (SD)		POLE POSITION		GET ALONG GANG (SD)								
	AVERAGE AUDIENCE (Households (000) & %)	{	4,720 5.5		4,120 4.8		4,640 5.4		4,470 5.2								
	SHARE OF AUDIENCE %		17		14		15		13								
	AVG. AUD. BY ¼ HR.	%	5.4	5.6	4.8	4.8	5.3	5.6	5.3	5.2							
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{	6,790 7.9		5,840 6.8		8,930 10.4		29,720 34.6								
	NBC TV		ALVIN AND THE CHIPMUNKS (SD)		KIDD VIDEO (SD)		NFL '85 NBC-SA		NFL PLAYOFF GAME-SAT. CLEVELAND VS MIAMI (12:30-3:27PM)								
	AVERAGE AUDIENCE (Households (000) & %)	{	6,100 7.1		4,980 5.8		6,530 7.6		17,780 20.7		14.3*		18.8*		20.2*		24.0*
	SHARE OF AUDIENCE %		21		17		23		47		37 *		45 *		46 *		52 *
	AVG. AUD. BY ¼ HR.	%	7.0	7.1	5.8	5.8	6.9	8.4	12.8	15.8		18.2	19.5	20.6	19.9	21.2	22.8

W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{	5,150 6.0		6,010 7.0		6,610 7.7		6,270 7.3								
	ABC TV		13 GHOSTS OF SCOOBY-DOO		LITTLES		ABC WEEKEND SPECIALS COUGAR PT.3		AMERICAN BANDSTAND								
	AVERAGE AUDIENCE (Households (000) & %)	{	4,120 4.8		5,410 6.3		5,410 6.3		3,950 4.6		4.4*		4.7*				
	SHARE OF AUDIENCE %		15		19		19		14		13 *		15 *				
	AVG. AUD. BY ¼ HR.	%	4.6	5.1	6.1	6.4	6.2	6.4	4.3	4.6		4.7	4.6				
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{	5,070 5.9		4,810 5.6		5,840 6.8							9,110 10.6			
	CBS TV		RICHIE RICH (SD)		DUNGEONS AND DRAGONS(B) (SD)		CHALLENGE CUP TENNIS		CBS NCAA BASKETBALL-SAT GEORGETOWN VS ST. JOHN'S (2:00-4:00PM)								
	AVERAGE AUDIENCE (Households (000) & %)	{	4,300 5.0		3,870 4.5		2,150 2.5		2.6*		2.3*		2.6*		4,210 4.9		4.7*
	SHARE OF AUDIENCE %		16		14		8		8 *		7 *		8 *		14		12 *
	AVG. AUD. BY ¼ HR.	%	4.9	5.1	4.1	4.8	2.9	2.2	2.2	2.5		2.7	2.6	2.5	2.2	3.6	4.0 *
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{	6,790 7.9		5,500 6.4		5,070 5.9		4,640 5.4		9,020 10.5						
	NBC TV		ALVIN AND THE CHIPMUNKS (SD)		KIDD VIDEO (SD)		MR. T		SPIDERMAN AND FRIENDS		MONEY TOURN-CHAMPIONS (1:00-4:00PM)						
	AVERAGE AUDIENCE (Households (000) & %)	{	5,930 6.9		4,810 5.6		4,120 4.8		3,950 4.6		3,260 3.8		3.6*		3.5*		3.6*
	SHARE OF AUDIENCE %		21		17		14		14		11		11 *		11 *		11 *
	AVG. AUD. BY ¼ HR.	%	6.9	6.9	5.9	5.2	4.8	4.9	4.5	4.6	4.1	3.2	3.5	3.4	3.3	3.9	4.0
TV HOUSEHOLDS USING TV WK. 1		WK. 2	33.3	34.7	34.4	35.3	35.3	36.6	38.4	41.0	42.1	43.5	44.0	44.8	45.4	46.6	46.9
(See Def. 1)			32.1	32.4	32.8	33.4	33.2	33.6	32.9	32.9	32.0	31.2	32.0	32.6	32.7	33.4	33.4

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY SAT. JAN. 11, 1986

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)																8,590 10.0
	ABC TV																ABC WRLD NEWS TONIGHT-SAT
	AVERAGE AUDIENCE (Households (000) & %)																7,470 8.7
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																14 8.4 8.9
WEEK 2	TOTAL AUDIENCE (Households (000) & %)																
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																
WEEK 3	TOTAL AUDIENCE (Households (000) & %)																
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																
WEEK 4	TOTAL AUDIENCE (Households (000) & %)																
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																

WEEK 5	TOTAL AUDIENCE (Households (000) & %)																
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																
WEEK 6	TOTAL AUDIENCE (Households (000) & %)																
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																
WEEK 7	TOTAL AUDIENCE (Households (000) & %)																
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																

U.S. TV Households 85,900,000
(1) NFL PLAYOFF GAME-SAT., NBC, CLEVELAND VS MIAMI, (12:30-3:27PM)(S)

For explanation of symbols, See page A.

DAY SAT. JAN. 11, 1986

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{														
	ABC TV															
	AVERAGE AUDIENCE (Households (000) & %)	{														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%														
	TOTAL AUDIENCE (Households (000) & %)	{							7,900 9.2						3,610 4.2	
	CBS TV															
	AVERAGE AUDIENCE (Households (000) & %)	{							4,550 5.3	4.1*		5.8*		6.0*	2,750 3.2	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%							21 3.7	20* 4.4		23* 6.2		20* 5.7	9 3.3	3.2
	TOTAL AUDIENCE (Households (000) & %)	{														
	NBC TV															
	AVERAGE AUDIENCE (Households (000) & %)	{														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%														

SUNDAY MORNING

FACE THE NATION

W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{														
	ABC TV															
	AVERAGE AUDIENCE (Households (000) & %)	{														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%														
	TOTAL AUDIENCE (Households (000) & %)	{							8,070 9.4						3,520 4.1	
	CBS TV															
	AVERAGE AUDIENCE (Households (000) & %)	{							4,550 5.3	4.0*		5.5*		6.3*	2,750 3.2	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%							20 3.5	17* 4.6		20* 5.6		21* 6.3	9 3.1	3.3
	TOTAL AUDIENCE (Households (000) & %)	{														
	NBC TV															
	AVERAGE AUDIENCE (Households (000) & %)	{														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%														

SUNDAY MORNING

FACE THE NATION

TV HOUSEHOLDS USING TV WK. 1	6.6	7.4	8.4	9.7	11.9	14.1	16.5	19.3	22.4	24.7	27.4	29.9	32.5	34.3	34.1	35.1
(See Def. 1) WK. 2	6.8	7.8	9.3	11.9	15.3	17.5	19.1	20.6	24.4	27.5	30.5	31.8	33.3	34.5	34.3	35.1

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)			6,010 7.0														
	← THIS WEEK-DAVID BRINKLEY →																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)			3,780 4.4	4.7*			4.0*										
WEEK 2	SHARE OF AUDIENCE %			11	13 *			10 *										
	AVG. AUD. BY ¼ HR. %			4.8	4.7	4.1	4.0											
	TOTAL AUDIENCE (Households (000) & %)					12,630 14.7			38,480 44.8									
	CBS TV	FOR OUR TIMES (SUS)				CBS NFL PLAYOFF PRE-SUN.				CBS NFL PLAYOFF GAME-SUN. N.Y. GIANTS VS CHICAGO (12:30-3:29PM)								
WEEK 3	AVERAGE AUDIENCE (Households (000) & %)					9,450 11.0			25,000 29.1	21.9*			28.6*			30.0*	30.4*	31.7*
	SHARE OF AUDIENCE %					30			58	50 *			58 *			59 *	59 *	61 *
	AVG. AUD. BY ¼ HR. %					8.9	13.0	20.1	23.8	27.6	29.6	30.9	29.1	29.8	31.1	31.7	31.7	
	TOTAL AUDIENCE (Households (000) & %)					3,440 4.0												
WEEK 4	NBC TV					MEET THE PRESS												
	AVERAGE AUDIENCE (Households (000) & %)					2,230 2.6												
	SHARE OF AUDIENCE %					7												
	AVG. AUD. BY ¼ HR. %					2.9	2.3											

FOR OUR TIMES
(SUS)CBS NFL PLAYOFF
PRE-SUN.CBS NFL PLAYOFF GAME-SUN.
N.Y. GIANTS VS CHICAGO
(12:30-3:29PM)

MEET THE PRESS

WEEK 5	TOTAL AUDIENCE (Households (000) & %)			5,410 6.3														
	← THIS WEEK-DAVID BRINKLEY →																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)			3,350 3.9	3.9*			4.0*										
WEEK 6	SHARE OF AUDIENCE %			10	10 *			10 *										
	AVG. AUD. BY ¼ HR. %			3.7	4.1			3.9										
	TOTAL AUDIENCE (Households (000) & %)					13,660 15.9			41,230 48.0									
	CBS TV	FOR OUR TIMES (SUS)				CBS NFC CHAMPIONSHIP PRE				CBS NFC CHAMPIONSHIP GAME L.A. RAMS VS CHICAGO (12:30-3:40PM)								
WEEK 7	AVERAGE AUDIENCE (Households (000) & %)					10,570 12.3			27,920 32.5	24.6*			31.9*			33.4*	34.7*	
	SHARE OF AUDIENCE %					33			64	56 *			65 *			65 *	66 *	
	AVG. AUD. BY ¼ HR. %					10.1	14.5	22.7	26.5	30.4	33.4	34.6	35.4	32.7	34.2	34.8	34.7	
	TOTAL AUDIENCE (Households (000) & %)					2,320 2.7												
WEEK 8	NBC TV					MEET THE PRESS												
	AVERAGE AUDIENCE (Households (000) & %)					1,890 2.2												
	SHARE OF AUDIENCE %					6												
	AVG. AUD. BY ¼ HR. %					2.2	2.2											
TV HOUSEHOLDS USING TV WK. 1																		
(See Def. 1) WK. 2																		
	35.9	36.5	36.2	37.0	39.0	42.1	45.3	46.7	48.8	50.9	51.7	51.2	51.3	52.3	51.9	51.9		
	35.3	36.1	37.5	38.5	40.3	43.2	45.4	46.4	48.1	50.9	51.9	52.1	51.0	52.0	51.8	52.7		

FOR OUR TIMES
(SUS)CBS NFC
CHAMPIONSHIP
PRECBS NFC CHAMPIONSHIP GAME
L.A. RAMS VS CHICAGO
(12:30-3:40PM)

MEET THE PRESS

TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	35.9	36.5	36.2	37.0	39.0	42.1	45.3	46.7	48.8	50.9	51.7	51.2	51.3	52.3	51.9	51.9
	WK. 2	35.3	36.1	37.5	38.5	40.3	43.2	45.4	46.4	48.1	50.9	51.9	52.1	51.0	52.0	51.8	52.7

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)																8,930 10.4
	ABC TV																ABC WRLD NEWS TONIGHT-SUN
	AVERAGE AUDIENCE (Households (000) & %)																7,300 8.5
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																13 8.5 8.4
WEEK 2	TOTAL AUDIENCE (Households (000) & %)																9,360 10.9
	CBS TV																CBS EVENING NEWS-SUNDAY
	AVERAGE AUDIENCE (Households (000) & %)																7,650 8.9
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																14 8.5 9.4
WEEK 3	TOTAL AUDIENCE (Households (000) & %)																35,130 40.9
	NBC TV																NFL '85-NBC
	AVERAGE AUDIENCE (Households (000) & %)																21,730 25.3
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																22.1* 43* 24.1* 23.3 23.9 24.4 25.4 25.8 24.2 24.1 26.1 27.2 27.9 29.5

WEEK 4	TOTAL AUDIENCE (Households (000) & %)																6,440 7.5
	ABC TV																ABC WRLD NEWS TONIGHT-SUN
	AVERAGE AUDIENCE (Households (000) & %)																5,410 6.3
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																10 6.1 6.4
WEEK 5	TOTAL AUDIENCE (Households (000) & %)																8,680 10.1
	CBS TV																CBS EVENING NEWS-SUNDAY
	AVERAGE AUDIENCE (Households (000) & %)																7,040 8.2
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																13 7.7 8.6
WEEK 6	TOTAL AUDIENCE (Households (000) & %)																42,780 49.8
	NBC TV																NFL '85-NBC
	AVERAGE AUDIENCE (Households (000) & %)																27,830 32.4
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																26.6* 51* 31.2* 29.2 30.7 31.7 32.9 32.2 31.9 34.5 35.0 35.8 35.9 34.8

TV HOUSEHOLDS USING TV	WK. 1	53.1	54.1	53.0	52.3	52.7	52.3	53.3	54.6	54.3	56.1	56.9	58.5	61.2	62.9	64.9	66.6
(See Def. 1)	WK. 2	53.3	54.4	54.4	53.4	52.7	52.0	52.0	53.1	55.6	56.9	58.8	60.4	63.2	64.8	65.3	66.1

U.S. TV Households: 85,900,000

(1) CBS NFL PLAYOFF GAME-SUN., N.Y. GIANTS VS CHICAGO, CBS, (12:30-3:29PM)(S)

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY																			
ABC GATOR BOWL FOOTBALL GAME(S)	1	8.00-11.49PM	→GRID 11.00 11.15 11.30 11.45	26,630	31.0	9,960	11.6	19											
									10.4										
									10.2										
									10.4										
									9.4										
ABC ABC BUSINESS BRIEF-MON	2	8.58- 8.59PM	8.45																
ABC ABC NEWSBRIEF-MON	2	9.51- 9.52PM	9.45																
	1	10.02-10.03PM	10.00	9,530	11.1	9,530	11.1	18	11.1										
CBS AMERICAN PORTRAIT SUS.(SUS)	2	8.58- 8.59PM	8.45																
EVENING TUESDAY																			
ABC WHO'S THE BOSS?	2	8.39- 9.09PM	→GRID 9.00																
																		25.2	
ABC GROWING PAINS	2	9.09- 9.39PM	→GRID 9.30																
																		21.4	
ABC MOONLIGHTING	2	9.39-10.39PM	→GRID 10.30																
ABC ABC NEWSBRIEF-TUE	1	9.58- 9.59PM	9.45	8,930	10.4	8,930	10.4	20	10.4										
	2	10.38-10.39PM	10.30																
ABC SPENSER: FOR HIRE	2	10.39-11.39PM	→GRID																

			11.00 11.15 11.30														12.1 11.6 11.9
NBC REMINGTON STEELE	2	10.30-11.30PM	→GRID 11.00 11.15								16,410	19.1	12,370	14.4	26	15.4 14.9* 28*	14.3
EVENING WEDNESDAY																	
ABC SUGAR BOWL(S)	1	8.00-11.40PM	→GRID 11.00 11.15 11.30	20,440	23.8	5,840	6.8	10	5.6 5.5 5.1								
ABC ABC BUSINESS BRIEF-WED	2	8.58- 8.59PM	8.45								12,460	14.5	12,460	14.5	21	14.5	
ABC ABC NEWSBRIEF-WED	2	9.58- 9.59PM	9.45								15,460	18.0	15,460	18.0	26	18.0	
	1	10.00-10.01PM	10.00	4,040	4.7	4,040	4.7	7	4.7								
CBS AMERICAN PORTRAIT SUS.(SUS)	2	8.58- 8.59PM	8.45														
	1	9.35- 9.36PM	9.30														
NBC ORANGE BOWL GAME(S)	1	8.33-12.17AM	→GRID 11.00 11.15 11.30 11.45 12.00 12.15	35,560	41.4	18,300	21.3	33	21.1 20.2 20.8 21.0 18.2 13.6								
EVENING THURSDAY																	
ABC ABC NEWSBRIEF-THU		9.58- 9.59PM	9.45	9,880	11.5	9,880	11.5	17	11.5		11,170	13.0	11,170	13.0	19	13.0	

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
EVENING FRIDAY																	
ABC ABC BUSINESS BRIEF-FRI	1	8.42- 8.43PM	8.30	12,890	15.0	12,890	15.0	23	15.0		13,660	15.9	13,660	15.9	25	15.9	
	2	8.43- 8.44PM	8.30								7,300	8.5	7,300	8.5	13	8.5	
ABC ABC NEWSBRIEF-FRI		9.58- 9.59PM	9.45	7,470	8.7	7,470	8.7	13	8.7								
CBS AMERICAN PORTRAIT SUS.(SUS)	1	8.58- 8.59PM	8.45														
CBS AMERICAN PORTRAIT-SUS.(SUS)	2	8.58- 8.59PM	8.45														
EVENING SATURDAY																	
ABC ABC SPORTS UPDATE-SAT		8.58- 8.59PM	8.45	7,560	8.8	7,560	8.8	14	8.8		7,900	9.2	7,900	9.2	15	9.2	
ABC ABC NEWSBRIEF-SAT.	2	9.58- 9.59PM	9.45								6,360	7.4	6,360	7.4	12	7.4	
	1	10.01-10.02PM	10.00	10,050	11.7	10,050	11.7	19	11.7								
CBS CBS NFL PLAYOFF POST-SAT(S)	1	7.04- 7.10PM	7.00	20,010	23.3	17,610	20.5	35	20.5		10,480	12.2	10,480	12.2	19	12.2	
CBS SPORTSBREAK-SAT	2	8.58- 8.59PM	8.45														
	1	9.07- 9.08PM	9.00	12,460	14.5	12,460	14.5	22	14.5								
CBS NEWSBREAK-SAT.	1	10.08-10.09PM	10.00	10,650	12.4	10,650	12.4	20	12.4		9,710	11.3	9,710	11.3	19	11.3	
	2	10.05-10.06PM	10.00								12,970	15.1	12,970	15.1	24	15.1	
NBC NBC NEWS DIGEST-SAT		8.58- 8.59PM	8.45	13,490	15.7	13,490	15.7	24	15.7								
NBC NBC NEWS DIGEST-2-SAT.	1	9.58- 9.59PM	9.45	12,200	14.2	12,200	14.2	22	14.2								
EVENING SUNDAY																	
ABC ABC SPORTS UPDATE-SUN	1	8.34- 8.35PM	8.30	10,310	12.0	10,310	12.0	16	12.0		10,220	11.9	10,220	11.9	17	11.9	
	2	8.59- 9.00PM	8.45														
ABC ABC NEWSBRIEF-SUN.	1	9.59-10.00PM	9.45	14,430	16.8	14,430	16.8	24	16.8		13,060	15.2	13,060	15.2	22	15.2	
	2	9.54- 9.55PM	9.45								20,530	23.9	20,530	23.9	34	23.9	
CBS SPORTSBREAK-SUN		8.58- 8.59PM	8.45	17,180	20.0	17,180	20.0	27	20.0		17,780	20.7	17,780	20.7	32	20.7	
CBS NEWSBREAK-SUN.	1	9.58- 9.59PM	9.45	12,200	14.2	12,200	14.2	20	14.2		42,780	49.8	27,830	32.4	56		
	2	10.01-10.02PM	10.00										31.8*	49*	31.8		
NBC AFC CHAMPIONSHIP GAME(S)	2	4.00- 7.07PM	-GRID 7.00														
NBC NFL PLAYOFF GAME-SUN(S)	1	4.00- 7.05PM	-GRID 7.00	35,130	40.9	21,730	25.3	44		29.4							
NBC AFC CHAMPIONSHIP POST(S)	2	7.07- 7.18PM	-GRID 7.15								21,130	24.6	20,960	24.4	38		22.2
NBC NFL PLAYOFF POST-SUN(S)	1	7.05- 7.11PM	7.00	22,760	26.5	19,930	23.2	35	23.2								
NBC PUNKY BREWSTER	2	7.18- 7.48PM	-GRID 7.45								14,170	16.5	11,850	13.8	20		13.7
NBC NBC NEWS DIGEST-SUN		8.58- 8.59PM	8.45	12,030	14.0	12,030	14.0	19	14.0		9,280	10.8	9,280	10.8	15	10.8	
NBC NBC NEWS DIGEST-2-SUN.	2	9.57- 9.58PM	9.45								7,560	8.8	7,560	8.8	13	8.8	
EVENING MONDAY-FRIDAY																	
ABC ABC NEWS:NIGHTLINE		>	11.30 11.45 12.00	6,790	7.9	5,410	6.3	16	6.8 5.8 4.4	TH&F TH&F FRI.	6,360	7.4	4,980	5.8 5.9* 4.4*	16 16* 13*	6.5 5.2 4.3	MWTHF MWTHF MTHF
ABC NEW YEAR'S ROCKIN EVE '86(S) CONT'D	1	11.30-12.30AM	11.30	17,180	20.0	10,480	12.2	30	11.8	TUE.							

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OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2								
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS			
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %					
EVENING MONDAY-FRIDAY-CONT'D																				
ABC NEW YEAR'S ROCKIN EVE '86(S)-CONT'D																				
			11.45						12.9*	30*	14.0	TUE.								
			12.00								13.1	TUE.								
			12.15						11.6*	31*	10.1	TUE.								
ABC ABC NEWS:NIGHTLINE WED(B)	1	12.11-12.41AM	12.00	3,780	4.4	2,750	3.2	10	4.0	WED.										
			12.15						3.4	WED.										
			12.30						2.8	WED.										
ABC ABC NEWS:NIGHTLINE-TUE(B)	2	12.09-12.40AM	12.00									5,670	6.6	4,720	5.5	20	6.4	TUE.		
			12.15														5.7	TUE.		
			12.30														4.6	TUE.		
ABC EYE ON HOLLYWOOD	>		12.00	1,200	1.4	940	1.1	4	1.2	TH&F		1,290	1.5	1,120	1.3	5	1.3	MWTHF		
			12.15						1.0	TH&F							1.3	MWTHF		
			12.30						.9	TH&F							1.1	MTHF		
ABC ABC NEWS:NIGHTLINE-MON	1	12.24-12.54AM	12.15	4,210	4.9	3,260	3.8	14	4.4	MON.										
			12.30						3.9	MON.										
			12.45						3.4	MON.										
CBS AMERICAN PORTRAIT		8.58- 8.59PM	8.45	12,370	14.4	12,370	14.4	22	14.4	MTUTH		10,050	11.7	10,050	11.7	17	11.7	TU&TH		
CBS NEWSBREAK-M-F	>		9.45	13,140	15.3	13,140	15.3	24	15.3	M-F		12,110	14.1	11,850	13.8	21	14.1	M-F		
			10.00														13.9	TUE.		
CBS CBS LATE NIGHT I	>		11.30	8,680	10.1	5,840	6.8	19	7.3	MWTHF		7,300	8.5	4,810	5.6	18	6.1	M-F		

			11.45				7.0*	17*	6.7	MWTHF					5.9*	16*	5.8	M-F
			12.00						6.7	MWTHF							5.7	M-F
			12.15				6.6*	21*	6.6	MWTHF					5.5*	20*	5.4	M-F
			12.30				6.5*	25*	6.5	MWTHF					4.8*	20*	5.1	M-F
CBS HAPPY NEW YEAR, AMERICA(S)	1	11.30- 1.30AM	11.30	15,890	18.5	5,580	6.5	19	8.5	TUE.								
			11.45				8.7*	20*	8.9	TUE.								
			12.00						7.9	TUE.								
			12.15				7.0*	18*	6.1	TUE.								
			12.30						5.5	TUE.								
			12.45				5.4*	17*	5.3	TUE.								
			1.00						5.3	TUE.								
			1.15				5.0*	20*	4.8	TUE.								
CBS CBS LATE NIGHT II	>		12.30	4,980	5.8	3,780	4.4	21	5.2	MWTHF	3,870	4.5	3,010	3.5	18	4.0	M-F	
			12.45				4.8*	20*	4.6	MWTHF				3.8*	17*	3.6	M-F	
			1.00						4.1	MWTHF						3.2	M-F	
			1.15				3.9*	20*	3.9	MWTHF				3.2*	18*	3.1	M-F	
		VARIOUS TIMES (SUS)																
CBS CBS NEWS NIGHTWATCH-1		2.00- 2.30AM	2.00	1,290	1.5	1,200	1.4	13	1.4	MWTHSU	1,290	1.5	1,120	1.3	13	1.4	M-THSU	
			2.15						1.3	MWTHSU						1.3	M-THSU	
CBS CBS NEWS NIGHTWATCH-2		2.30- 3.00AM	2.30	1,200	1.4	1,120	1.3	14		MWTHSU	1,370	1.6	1,290	1.5	17		M-THSU	
			2.45						1.3	MWTHSU						1.5	M-THSU	
									1.2	MWTHSU						1.4	M-THSU	
CBS CBS NEWS NIGHTWATCH-3		3.00- 6.00AM	3.00	2,060	2.4	1,030	1.2	20	1.3	MWTHSU	2,230	2.6	1,120	1.3	23	1.5	M-THSU	
			3.15				1.3*	17*	1.2	MWTHSU				1.5*	21*	1.4	M-THSU	
			3.30						1.2	MWTHSU						1.4	M-THSU	
			3.45				1.3*	20*	1.3	MWTHSU				1.4*	22*	1.3	M-THSU	
			4.00						1.3	MWTHSU						1.4	M-THSU	
CONT'D																		

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OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING MONDAY-FRIDAY-CONT'D																			
CBS CBS NEWS NIGHTWATCH-3-CONT'D			4.15					1.3*	22*	1.3	MWTHSU					1.3*	24*	1.3	M-THSU
			4.30							1.2	MWTHSU							1.2	M-THSU
			4.45					1.2*	21*	1.1	MWTHSU					1.2*	24*	1.3	M-THSU
			5.00							1.1	MWTHSU							1.1	M-THSU
			5.15					1.1*	20*	1.1	MWTHSU					1.1*	22*	1.1	M-THSU
			5.30							1.0	MWTHSU							1.1	M-THSU
			5.45					1.0*	19*	1.0	MWTHSU					1.1*	21*	1.1	M-THSU
NBC NBC NEWS DIGEST-M-F		>	8.45	11,510	13.4	11,940	13.9	21		13.0	M-F	11,510	13.4	11,510	13.4	20	13.9	M-F	
			9.00							10.4	MON.								
			9.15															11.5	TUE.
			10.15							16.9	WED.								
NBC NBC NEWS DIGEST-2-M-F	1	9.58- 9.59PM	9.45	8,500	9.9	8,500	9.9	15		9.9	M & TH								
	2	>	9.45									11,510	13.4	11,510	13.4	20	13.4	MMF	
NBC TONIGHT SHOW		11.30-12.30AM	11.30	11,420	13.3	7,040	8.2	22		8.9	MTUTHF	10,220	11.9	6,360	7.4	23	8.9	M-F	
			11.45				8.6*	21*		8.3	MTUTHF				8.6*	23*	8.3	MWTHF	
			12.00							7.9	MTUTHF						7.5	M-F	
			12.15				7.7*	23*		7.5	MTUTHF					6.9*	23*	6.2	M-F
			12.30														5.8	TUE.	
			12.45													5.6*	24*	5.4	TUE.
NBC DAVID LETTERMAN I		>	12.30	5,150	6.0	4,120	4.8	19		5.2	M-TH	4,640	5.4	3,870	4.5	21	4.8	M-TH	

			12.45							4.6	M-TH							4.2	MWTH
			1.00							4.5	WED.							4.9	TUE.
			1.15							4.5	WED.							4.1	TUE.
NBC FRIDAY NIGHT VIDEOS		12.30- 2.00AM	12.30	6,870	8.0	3,610	4.2	18		5.4	FRI.	6,790	7.9	3,440	4.0	18		5.4	FRI.
			12.45				5.3*	18*		5.2	FRI.				5.0*	19*		4.6	FRI.
			1.00							4.5	FRI.							4.1	FRI.
			1.15				4.1*	17*		3.7	FRI.				4.0*	19*		3.9	FRI.
			1.30							3.3	FRI.							3.3	FRI.
			1.45				3.2*	17*		3.1	FRI.				2.9*	17*		2.5	FRI.
NBC DAVID LETTERMAN II		>	1.00	3,950	4.6	3,180	3.7	19		4.0	M-TH	3,350	3.9	2,750	3.2	20		3.5	M-TH
			1.15							3.5	M-TH							2.9	MWTH
			1.30							3.8	WED.							3.4	TUE.
			1.45							3.0	WED.							3.0	TUE.
DAY MONDAY-FRIDAY																			
ABC ABC WORLD NEWS-MORN-615A		6.15- 6.30AM	6.15	1,120	1.3	1,120	1.3	16		1.3	M-F	1,460	1.7	1,370	1.6	17		1.6	M-F
ABC ABC WORLD NEWS-MORN-645A		6.45- 7.00AM	6.45	1,460	1.7	1,370	1.6	16		1.6	M-F	2,150	2.5	2,060	2.4	17		2.4	M-F
ABC THREE'S A CROWD-DAY SPEC.(S)	1	11.00-11.30AM	11.00	3,260	3.8	2,490	2.9	6		2.8	WED.								
			11.15							3.1	WED.								
ABC NEW LOVE AMERICAN ST. SPC(S)	1	11.30-12.00NN	11.30	5,500	6.4	4,300	5.0	10		4.6	WED.								
			11.45							5.4	WED.								
ABC RYAN'S HOPE-SPECIAL(S)	1	12.00-12.30PM	12.00	4,640	5.4	3,870	4.5	8		4.5	WED.								
			12.15							4.5	WED.								
ABC LOVING-SPECIAL(S)	1	12.30- 1.00PM	12.30	5,330	6.2	4,470	5.2	10		5.1	WED.								
			12.45							5.2	WED.								
ABC ABC SPECIAL REPORT-1:00P(SUS)	1	1.00- 1.20PM	1.00								WED.								

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DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
DAY MONDAY-FRIDAY-CONT'D																			
ABC ALL MY CHILDREN SPECIAL(S)	1	1.20- 2.00PM	1.15 1.30 1.45	9,530	11.1	7,470	8.7	17	7.5 9.3 9.0	WED. WED. WED.									
ABC ONE LIFE TO LIVE SPECIAL(S)	1	2.00- 3.00PM	2.00 2.15 2.30 2.45	10,220	11.9	7,390	8.6	17	8.0 8.9 8.6 8.8	WED. WED. WED. WED.									
ABC ABC DAYTIME NEWSBRIEF-M-F		>	2.45	7,470	8.7	7,390	8.6	24	8.6	M-F									
ABC GENERAL HOSPITAL SPECIAL(S)	1	3.00- 4.00PM	3.00 3.15 3.30 3.45	10,820	12.6	8,160	9.5	18	9.0 9.4 9.7 9.9	WED. WED. WED. WED.									
ABC ABC AFTERSCHOOL SPECIAL(S)	2	4.00- 5.00PM	4.00 4.15 4.30 4.45																
CBS CBS EARLY MORNING NEWS		6.30- 7.00AM	6.30 6.45	1,290	1.5	940	1.1	13	1.0 1.2	M-F M-F									
CBS COTTON BOWL PARADE(S)	1	10.00-11.30AM	10.00 10.15	19,330	22.5	11,250	13.1	30	10.0 11.9	WED. WED.									

			10.30 10.45 11.00 11.15						13.9 15.0 13.9 13.6	WED. WED. WED. WED.									
CBS TOURNAMENT-ROSES PARADE(S)	1	11.30- 1.00PM	11.30	21,730	25.3	12,200	14.2	27	12.9	WED.									
	1	1.14- 1.30PM	11.45 12.00 12.15 12.30 12.45 1.00 1.15						13.3* 14.4* 15.1* 13.9*	27* 28* 28* 26*	WED. WED. WED. WED. WED. WED. WED.								
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	6,440	7.5	6,180	7.2	23	7.2	MTUTHF									
CBS CBS NEWS SPECIAL REPORT(SUS)	1	1.00- 1.14PM	1.00							WED.									
CBS COTTON BOWL GAME(S)	1	1.30- 5.04PM	1.30 1.45 2.00 2.15 2.30 2.45 3.00 3.15 3.30 3.45 4.00 4.15 4.30	26,290	30.6	10,910	12.7	24	12.4 12.3* 12.6 12.6* 12.6 13.6* 15.1 13.5* 10.7 11.2* 13.0 12.8*	24* 24* 25* 25* 27* 26* 21* 24*	WED. WED. WED. WED. WED. WED. WED. WED. WED. WED. WED. WED.								

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Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
DAY MONDAY-FRIDAY-CONT'D																			
CBS COTTON BOWL GAME(S)-CONT'D			4.45						13.3*	25*	14.6	WED.							
			5.00						10.9		WED.								
CBS PEACH BOWL(S)	1	2.30- 6.08PM	2.30	16,840	19.6	5,070	5.9	14	6.0		TUE.								
			2.45				6.0*	17*	5.9		TUE.								
			3.00						6.2		TUE.								
			3.15				5.8*	16*	5.5		TUE.								
			3.30						5.5		TUE.								
			3.45				5.5*	14*	5.5		TUE.								
			4.00						5.0		TUE.								
			4.15				5.0*	13*	4.9		TUE.								
			4.30						5.6		TUE.								
			4.45				5.6*	14*	5.6		TUE.								
			5.00						6.0		TUE.								
			5.15				6.1*	14*	6.2		TUE.								
			5.30						6.6		TUE.								
			5.45				6.7*	14*	6.7		TUE.								
			6.00				8.5*	17*	8.5		TUE.								
CBS AMERICAN TREASURY		3.58- 3.59PM	3.45	5,580	6.5	5,580	6.5	19	6.5		M & F	4,900	5.7	4,900	5.7	17	5.7	MW F	
CBS AMERICAN TREASURY SUS(SUS)		3.58- 3.59PM	3.45								THU.								THU.
CBS AMERICAN TREASURY-SUS(SUS)	2	3.58- 3.59PM	3.45																TUE.
CBS NEWSBREAK-3.44		3.45- 3.46PM	3.45	7,130	8.3	7,130	8.3	24	8.3		MTHF	6,360	7.4	6,360	7.4	21	7.4	M-F	
NBC NBC NEWS AT SUNRISE		6.30- 7.00AM	6.30	1,980	2.3	1,460	1.7	18	1.5		M-F	2,830	3.3	2,150	2.5	19	2.1	M-F	
			6.45						1.9		M-F						2.9	M-F	
NBC FAMILY TIES M-F WED(B)	1	10.00-10.30AM	10.00	4,040	4.7	3,520	4.1	11	3.8		WED.								
			10.15						4.4		WED.								
NBC SALE OF-CENTURY WED(B)	1	10.30-11.00AM	10.30	4,470	5.2	3,520	4.1	9	4.0		WED.								
			10.45						4.2		WED.								
NBC TOURNAMENT-ROSES PARADE-N(S)	1	11.00- 1.00PM	11.00	25,080	29.2	13,490	15.7	31	11.0		WED.								
	1	1.21- 1.30PM																	
			11.15						12.5*	27*	14.0	WED.							
			11.30						16.2		WED.								
			11.45				16.4*	33*	16.6		WED.								
			12.00						17.0		WED.								
			12.15				17.0*	33*	16.9		WED.								
			12.30						17.3		WED.								
			12.45				17.4*	32*	17.5		WED.								
			1.15				14.8*	28*	14.8		WED.								
NBC REAGAN:GORBACHEV ADD.-NBC(SUS)	1	1.00- 1.21PM	1.00								WED.								
NBC FIESTA BOWL(S)	1	1.30- 4.48PM	1.30	26,460	30.8	12,630	14.7	28	13.5		WED.								
			1.45				13.5*	26*	13.5		WED.								
			2.00						14.0		WED.								
			2.15				14.3*	28*	14.5		WED.								
			2.30						14.7		WED.								
			2.45				13.7*	27*	12.7		WED.								
			3.00						12.2		WED.								
			3.15				13.6*	26*	15.1		WED.								
			3.30						16.6		WED.								

CONT'D

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
DAY MONDAY-FRIDAY-CONT'D																			
NBC FIESTA BOWL(S)-CONT'D			3.45					16.3*	31*	16.0	WED.								
			4.00							15.5	WED.								
			4.15					15.6*	30*	15.6	WED.								
			4.30							17.2	WED.								
			4.45					16.8*	32*	14.5	WED.								
NBC NBC NEWS DIGEST-DAYTIME		2.57- 2.58PM	2.45	4,210	4.9	4,210	4.9	15	4.9	M & F		4,040	4.7	4,040	4.7	15	4.7	MWF	
NBC MAIN STREET-TUESDAY(S)	2	4.00- 5.00PM	4.00									4,040	4.7	2,060	2.4	6	2.3	TUE.	
			4.15												2.2*	6*	2.1	TUE.	
			4.30														2.5	TUE.	
			4.45												2.7*	6*	2.8	TUE.	
NBC ROSE BOWL FOOTBALL PRE(S)	1	4.48- 5.03PM	4.45	13,060	15.2	13,060	15.2	28	14.6	WED.									
			5.00						17.6	WED.									
NBC ROSE BOWL GAME(S)	1	5.03- 8.33PM	5.00	35,820	41.7	19,500	22.7	36	20.0	WED.									
			5.15					21.0*	38*	21.9	WED.								
			5.30						23.1	WED.									
			5.45					23.0*	40*	22.9	WED.								
			6.00						22.9	WED.									
			6.15					23.1*	38*	23.3	WED.								
			6.30						24.0	WED.									
			6.45					22.4*	36*	20.8	WED.								

			7.00						21.2	WED.									
			7.15					22.0*	34*	22.8	WED.								
			7.30						24.6	WED.									
			7.45					24.4*	37*	24.1	WED.								
			8.00						23.7	WED.									
			8.15					22.9*	33*	22.1	WED.								
			8.30						21.9	WED.									
DAY SATURDAY																			
ABC ABC FUN FIT-8:25AM		8.25- 8.29AM	8.15	2,320	2.7	1,800	2.1	15	2.1			2,320	2.7	1,720	2.0	11	2.0		
ABC ABC FUN FIT-10:55AM		10.55-10.59AM	10.45	3,870	4.5	3,180	3.7	12	3.7			4,120	4.8	3,260	3.8	12	3.8		
ABC PRO BOWLERS TOUR	2	3.00- 4.34PM	-GRID									9,020	10.5	4,640	5.4	14			
			4.30														6.1		
CBS IN THE NEWS- 8:26AM-SUS(SUS)		8.26- 8.29AM	8.15																
CBS IN THE NEWS- 8:56AM-SUS(SUS)		8.56- 8.59AM	8.45																
CBS ASTRO MINUTE-11:26AM		11.26-11.29AM	11.15	5,240	6.1	4,640	5.4	16	5.4			4,900	5.7	4,380	5.1	16	5.1		
CBS IN THE NEWS-11:56AM	1	11.56-11.59AM	11.45	3,870	4.5	3,520	4.1	12	4.1										
CBS IN THE NEWS-11:56AM(B)	2	11.56-11.59AM	11.45									4,640	5.4	4,380	5.1	15	5.1		
CBS IN THE NEWS-12:56PM	1	12.56-12.59PM	12.45	4,550	5.3	4,300	5.0	12	5.0										
NBC ONE TO GROW ON-8:28AM		8.28- 8.30AM	8.15	3,010	3.5	2,830	3.3	27	3.3			4,380	5.1	4,040	4.7	27	4.7		
NBC ONE TO GROW ON-8:58AM		8.58- 9.00AM	8.45	3,350	3.9	3,260	3.8	21	3.8			5,150	6.0	4,900	5.7	25	5.7		
NBC ONE TO GROW ON-10:28AM		10.28-10.30AM	10.15	7,820	9.1	7,650	8.9	32	8.9			7,990	9.3	7,900	9.2	30	9.2		
NBC ONE TO GROW ON-11:28AM		11.28-11.30AM	11.15	6,010	7.0	5,840	6.8	20	6.8			6,180	7.2	5,930	6.9	21	6.9		
NBC ONE TO GROW ON-11:58AM		11.58-12.00NN	11.45	5,760	6.7	5,410	6.3	18	6.3			4,470	5.2	4,300	5.0	15	5.0		
NBC NFL PLAYOFF GAME-SAT.(S) CONT'D	1	12.30- 3.27PM	-GRID	29,720	34.6	17,780	20.7	47											

OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
DAY SATURDAY-CONT'D NBC NFL PLAYOFF GAME-SAT.(S)-CONT'D			3.15			25.4*	54*	25.4									
DAY SUNDAY CBS CBS NFC CHAMPIONSHIP GAME(S)	2	12.30- 3.40PM	→GRID 3.30								41,230	48.0	27,920	32.5 33.9*	64 63*	33.9	
CBS CBS NFL PLAYOFF GAME-SUN.(S)	1	12.30- 3.29PM	→GRID 3.15	38,480	44.8	25,000	29.1 32.3*	58 60*	32.0								

Correction Notice

A.C. Nielsen Company

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April 4, 1986

NIelsen NATIONAL TV RATINGS REPORT
1ST JANUARY 1986 REPORT
 December 30, 1985-January 12, 1986

Audience estimates for the following program were incorrect in the above report. Correct data are as follows:

Nielsen NATIONAL TV AUDIENCE ESTIMATES

WEEK 1					WEEK 2						
DAY	NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/2 HR	TELE- CAST DAYS
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
PAGE A-50											
DAY MONDAY-FRIDAY											
NBC MAIN STREET-TUESDAY(S)		2	4.00-5.00PM	4.00 4.15 4.30 4.45	5,410	6.3	2,750	3.2 2.9*	8 7	3.0 2.8 3.4 3.6	TUE. TUE. TUE. TUE.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM NAME													NO. OF STATIONS & SEASON		PROG. COVG.		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			WOMEN (BY AGE)					MEN (BY AGE)					TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
WK		START TIME		DUR		NET		TYPE		WK 1		WK 2		K E Y		AVG. ADL SHARE %		AVG. ADL SHARE % (0.000)		TOTAL PERSONS 2+		LADY OF HOUSE		WORK-ING WOMEN		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL FEMALE		TOTAL		6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
PAGE 43 WEEKDAY DAYTIME																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										

PROGRAM AUDIENCE ESTIMATES (By Time Periods)

DAY TIME (N.Y.T.)		AVERAGE MINUTE AUDIENCE %																	
		HOUSE- HOLDS	TOTAL PERSONS 2+	LADY OF HOUSE	WORK- ING WOMEN	AUDIENCE COMPOSITION								TEENS (12-17) TOTAL FEMALE		CHILDREN (2-11) TOTAL 6-11			
						WOMEN (BY AGE)				MEN (BY AGE)									
NTWK	PROGRAM NAME					TOTAL	18-34	18-49	25-54	55+	TOTAL	18-34	18-49	25-54	55+				
PAGE A-87 & 88																			
MONDAY-FRIDAY DAYTIME																			
4:00-4:30PM																			
	N2 MAIN STREET-TUESDAY(S)	2.9	1.7	1.9^	1.4v	1.9^	1.2v	1.2 v	1.3 v	3.4^	1.7^	1.5 v	1.6^	1.7 ^	1.9v	2.6 v	1.5 v	7 v	LT
	4:30-5:00PM																		
	N2 MAIN STREET-TUESDAY(S)	3.5	2.3	2.5^	1.7v	2.5^	1.8v	1.9^	2.0^	3.9^	2.2^	2.0 v	1.8^	2.3 ^	2.8v	3.3 v	1.7 v	1.1 v	LT

Bulletin

January 24, 1986

REAGAN AND GORBACHEV EXCHANGE NEW YEAR'S GREETINGS

On Wednesday, January 1, 1986, President Reagan and Soviet Leader Gorbachev, in a historic television exchange, extended New Year's greetings to the people of each other's nation.

The addresses were broadcast contiguously and were carried by the three national television networks from 1:00-1:14PM, NY Time. NTI estimates of the audiences reached by the three networks combined are:

	<u>Percent</u>	<u>Millions</u>
Total Audience		
Households	38.2	32.8
Average Audience		
Households	37.6	32.3
Total Persons*	25.7	57.6
Total Women	27.8	24.9
18-49	21.5	12.1
Total Men	27.7	22.4
18-49	23.9	13.1
Total Teens	15.7	3.2
Total Children*	21.2	7.1

*Excluding children under 2 years of age.

A.C. NIELSEN COMPANY

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Bulletin

January 24, 1986

THE PRESIDENT'S JANUARY 7 PRESS CONFERENCE

President Ronald Reagan held a nationally televised press conference on Tuesday, January 7, 1986, at 8:00-8:38PM NY Time.

NTI estimates of the audience reached by the combined facilities of the three national TV networks are as follows:

	<u>Percent</u>	<u>Millions</u>
Total Audience		
Households	48.7	41.8
Average Audience		
Households	42.1	36.2
Total Persons*	26.6	59.6
Total Women	32.5	29.1
18-49	23.7	13.4
Total Men	27.1	21.9
18-49	20.1	11.1
Total Teens	16.9	3.5
Total Children*	15.5	5.1

*Excluding children under 2 years of age.

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